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CONTINENTAL SELLING PRICES: AUSTRIA Fr.120; BELGIUM Fr.15; DENMARK Kr.12; FRANCE Fr.15; GERMANY DM2.5; ITALY L150; NETHERLANDS Fr.15; NORWAY Kr.15; PORTUGAL Esc.20; SPAIN Pes.40; SWEDEN Kr.12; SWITZERLAND Fr.2.5; EIRE 15p

NEWS SUMMARY

BUSINESS

Equities up 5: Gilt improve

EQUITIES took a turn for the better and closed near the day's best with the FT Ordinary Index 5.4 up at 476.3, recouping half of the 10-point fall since last Friday.

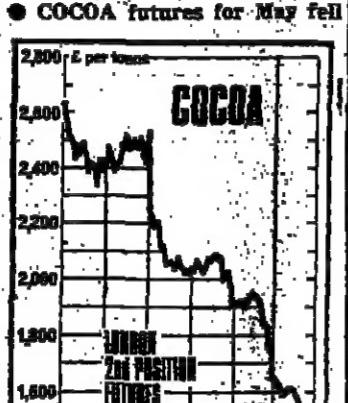
GILTS benefited from late trading and shorts gained 3 and longs 4. The Government Securities Index closed 3.26 up at 77.00.

STERLING gained .5 points to \$1.9245. Its trade-weighted Index unchanged at 65.8. The dollar's depreciation narrowed to 4.47 per cent. (4.66).

GOLD fell \$1 to \$177.7.

WALL STREET was 2.30 up at 782.22 just before the close.

COCOA futures for May fell



to a 15-month low of \$1,858 a tonne.

NEW £1 notes, smaller than the present note and in series with the £5 notes, are to be issued next month, probably on February 5, the deputy governor of the Bank of England said.

VAT payment threshold may be increased from £7,500 £10,000 in an effort to help small businesses, Mr. Harold Lever has said. Back Page 22

MONEY SUPPLY growth should remain at 13 per cent throughout 1978, but short-term interest rates may rise again, according to a monetary economic bulletin. Page 7.

MORTGAGE brokers have agreed to drop a maximum commission agreement rather than face a Restrictive Practices Court hearing. Page 15.

BSC will give plans

BSC has agreed to submit to the Select Committee on Nationalised Industries detailed information of its financial plans. At the same time, a steelworkers union is insisting on a 10 per cent wage claim being met before redundancy discussions start for the steel plant closure at Cardiff. Back Page 15.

CONTINGENCY plans in the event of an oil tankers strike are being given the final touches by Government planning teams. Back Page 15 and News Analysis. Page 15.

COMPANIES

ALLIED RETAILERS profit for the '78 weeks to October rose from £12m. to £21.5m. Page 24.

MADAME TUSSAUD'S directors have reached agreement with S. Pearson and Son on the terms of an increased offer. Page 27.

Court learns J.K. of torture

European Court of Human Rights yesterday cleared Britain of charges that its security forces in Northern Ireland tortured IRA terrorists. At the Strasbourg court, voted that there was evidence that British security forces used inhuman and degrading methods of torture between August October, 1971. The Irish Government said last that the case had succeeded in outlawing in Northern Ireland and the use of interrogations which the European Commission on Human Rights did not hesitate to call torture. k and Pages 2, 14.

Former MP's body found

body of Mr. Walter Scott, the 83-year-old former Labour MP, who had been missing with his wife for more than a month was found in Scottish mainland yesterday. Police said they were investigating at least other murders or suspected others.

Men held by Lothians and police are to appear at Edinburgh Sheriff Court yesterday in a holding cell. Det. Chief Supt. George Pherson said in Edinburgh night: "Serious charges will follow in one or two days.

zhnev puzzle

Leонид Брежнев, the Soviet president, has postponed a planned visit to West Germany this month on health grounds. A postponement has given rise renewed speculation about Mr. Brezhnev's future.

Ethiopian threat

Ethiopia is to launch a counter-offensive aimed at driving Somalis out of the Ogaden region, senior Ethiopian official said London. Back Page 4 and Editorial comment. Page 22

Brumwick talks

George Ward, managing director of the strike-torn Grunwick film processing business, held talks in London yesterday with Mr. Jim Mortimer, chairman of the Advisory Conciliation and Arbitration Service.

Weather chaos

After a chaotic day on the roads during which a trapped driver died in a burning van, parts of enveloped parts of the M1, leaving for covered many parts of Britain last night. Weather warnings hit with major national arrivals diverted to Amsterdam, and although some services were possible.

selection test

The death yesterday of Mr. William Small, 68, Labour MP for Glasgow, Garscadden, means the Government will face a third by-election contest with the Scottish National Party this evening. At the general election Mr. Small had a 7,537 majority over the SNP. Page 14.

Incharted waters

Californian business is risking trade selling the fishing rights of plots on Mars and Venus £2 a time. Angler's Mail sports.

Briefly

A teacher and 12 schoolgirls were injured in a chemistry laboratory explosion at a Tooting, London, comprehensive school. Mr. Colin Morris, a Methodist minister, has been appointed Head of BBC-TV religious programmes.

Lions at a Gelsenkirchen, West Germany, zoo have eaten a man who broke into their cage after sawing through the bars.

Mr. Charles Keeble, 55, is to be British ambassador to the Soviet Union.

Prince Charles is to pay official visits to Brazil and Venezuela in March.

CHIEF PRICE CHANGES YESTERDAY

(Prices in pence unless otherwise indicated)

RISES

Treasury 5pc '72 ...	25.5
Treasury 15pc '76 ...	1.55
Allied Retailers ...	1.55
Automated Security ...	5.5
BSR ...	9.5
Barclays Bank ...	245.5
Bibby (J.) ...	223.5
Bluebird Conf. ...	182.5
Brent Walker ...	45.5
Countrywide Propt. ...	35.5
Eastern Produce ...	55.5
Glaxo ...	35.5
Hendys ...	110.5
Labroke ...	200.5
Lido ...	20.5
London Pavilion ...	270.5
Anglia TV A ...	22.5
Blythor ...	220.5
Falcon Mines ...	150.5
West Rand Corp. ...	125.5

FALLS

For latest Share Index phone 01-246 8026

Sadat orders his Israel peace team to return home

BY ROGER MATTHEWS: JERUSALEM, Jan. 18

Egypt's delegation in Jerusalem was ordered home tonight by President Anwar Sadat after less than 36 hours of peace negotiations with Israel.

Despite Mr. Sadat's anger at day's talks were proving useful, adding: "We will continue with them when we have been through a lot of his peace initiative. Just how serious the recall of the Egyptian delegation is may become clearer when Mr. Sadat addresses the People's Assembly in Cairo on Saturday.

The Egyptian delegation to the political committee which was meeting here was caught off balance by President Sadat's telephone call shortly before 7 p.m. to Mr. Mohammed Ibrahim Kamel, Foreign Minister. Journalists gave the news to several senior members of the delegations who hurried to their rooms in the Hilton hotel to prepare for departure.

Mr. Kamel is to hold talks with Mr. Begin tomorrow morning.

Mr. Ezer Weizman, Israeli Defense Minister, who had been in the hotel when Mr. Sadat came from Cairo, pushed his way to the entrance hall shouting: "Just leave me alone."

When asked if he was going as planned to Egypt for the meeting of the parallel military committee originally scheduled for tomorrow.

It was later confirmed officially that the meeting there had been cancelled.

Although it had been anticipated that Mr. Sadat would not tolerate any Israeli delaying tactics, members of the Egyptian delegation felt just an hour before Mr. Sadat's decision that here were genuine signs that U.S. efforts were producing results.

No Saudi oil for Palestine

By ARTHUR SMITH and TERRY DODSWORTH

CHRYSLER U.K. announced yesterday that it would switch production of its new car planned for next year from Linwood, Scotland, to Ryton, Coventry.

The move marks a fundamental shift in emphasis from the rescue deal negotiated with the Government in 1975, and must raise questions about the long-term future of the Scottish plant.

Chrysler is believed to have

planned a new model at Linwood in the early 1980s. Introduction is likely to depend

on the performance of the troubled plant and on whether the U.K. operation can generate enough funds to justify the investment.

The new car scheduled for

Ryton is likely to be a derivative

of the successful Alpine model, and will be a four-door saloon with a boot. This underlines the present trend to offering hatchback models like the Alpine in more traditional configurations as well. It means the new car will be a front-wheel drive vehicle rather than rear-wheel, as originally planned.

The Chrysler decision is understood to have followed appraisal of European marketing operations.

A factor must have been the poor productivity record of the Scottish plant compared with Ryton, where output and productivity targets have been achieved consistently.

Production of the current hatchback Alpine model could be switched easily to Poole, the Chrysler plant in France, to allow Ryton to concentrate on the new model. Investment would be limited, as the plant was expensively re-tooled only 18 months ago, ready for the Alpine.

Chrysler released its plans yesterday to the trade union management working party responsible for drawing up the planning agreement with Government.

Talks broke down more than three months ago when the trade unions demanded more information about Chrysler's model plans.

Part of the reason for the delay was the extensive discussions the company held with Whitehall.

The Department of Industry, which is closely monitoring Chrysler's operations in the U.K., has requested consultation with the Chrysler parent company in

Continued on Back Page

Leyland unions to see Varley Page 15

2 in New York

— January 17 Previous

Spot \$1.9270/22.50 \$1.9220/20.50

1 month 0.10-0.15 norm 1.0-1.17 norm

3 months 0.31-0.35 norm 1.43-1.45 norm

12 months 0.78-1.15 norm 1.10-1.31 norm

First real rise in wages for two years

BY PETER RIDDELL, ECONOMICS CORRESPONDENT

THE RATE of increase in earnings is now clearly edging upwards and, for the first time in two years, the real value of wages has risen.

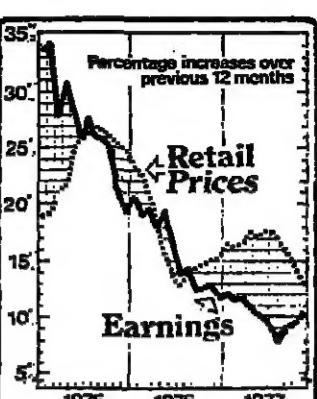
The evidence so far suggests

that the rise in earnings is above the Government's 10 per cent. Phase Three guidelines, but the underlying trend is still obscured by the large number of workers who have delayed reaching new pay settlements.

The Department of Employment said yesterday that the index of average earnings rose by 1.9 per cent. in November to 300.2 (1970=100, seasonally adjusted).

This indicates a rise of 4.3 per cent. in the four months since the end of Phase Two, and an annual rate of more than 14 per cent.

The significance of this trend should not be exaggerated, partly



because it has become a norm for basic wages, ignoring specific drift. It is still not clear how far the productivity element in some deals is genuinely self-financing or will add to unit labour costs.

Officials are becoming more optimistic than last autumn about the overall pay outcome, however, in view of the small number of public sector strikes. Although estimates vary within both Whitehall and the Treasury, the latest indication given in the Cabinet was of a rise in earnings of between 12 and 14 per cent. during Phase Three.

This compares with an estimate of 14 to 16 per cent. last autumn.

The rise in earnings since the late summer has been faster than the increase in retail prices, although this has not yet shown up in the 12-month rate. The earnings index increased by 10.3 per cent. in the year to November, while retail prices rose 13 per cent.

A new earnings index has recently been introduced, covering 10m. workers rather than the 16m. on the old series, but it has not been operating long enough to show the short-term seasonal adjusted trend. Over the last 12 months, this index has risen by 8.6 per cent. in 120.1 (January 1976 = 100).

Housing 'good year'

BY MICHAEL CASSELL, BUILDING CORRESPONDENT

HIGH MORTGAGE lending previous 12 months throughout 1978 was predicted. This prospect, together with yesterday by the country's third largest building society, the rate to 8.1 per cent., would mean another good year for home nationwide.

Mr. Leonard Williams, chief general manager, said better prospects for the societies should be able to maintain their present mortgage programme of about in recent years high inflation had £700m. a month for the rest of the year accompanied by high per cent. which would mean savings and in 1977 the total mortgage lending of savings had stayed over 13.8bn., against 16.7bn. in the per cent.

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EUROPEAN NEWS

Talks begin in Ankara on Cyprus

By David Tonge

ANKARA, Jan. 18. AFTER THREE years of delays, the Turks and Turkish Cypriots this evening sat down to formulate proposals on the Cyprus dispute which they are expected to hand Dr. Kurt Waldheim, the UN Secretary-General, within the next two weeks.

The new EEC Government, confirmed in office yesterday, sees tackling the Cyprus issue as an essential step towards ending the troubles which beset Turkey's relations with the West.

It also wishes to resume discussions with Greece on various bilateral issues. On February 12, representatives of Greece and Turkey are to meet in Paris to resume discussions on the dispute over the Aegean continental shelf.

On Cyprus last week, Mr. Dr. Soares explained to Dr. Waldheim the initiatives which he planned to revive the inter-communal talks. These include the preparation of proposals backed up by a map of the territory which the Turkish side wishes to keep under its jurisdiction. The Turkish side is also to present constitutional proposals for the constitutional.

Mr. Rauf Denktash, the Turkish Cypriot leader, arrived here this morning for talks with the new Government. They are due to end tomorrow.

The Turkish Cypriots brought with them various constitutional proposals according to sources in their team, including a confidence rotating between the two communities and a small Government with limited powers and an equal number of Ministers from both communities.

Soares now certain to be appointed Portugal's new PM

BY DIANA SMITH

LISBON, Jan. 18. SR. MARIA SOARES is likely to become Prime Minister in the next 24 hours.

To-day, Sr. Soares, who has been caretaker Premier since his minority Socialist Government's defeat on a motion of confidence in early December, told President Eanes he was able to form a new Administration. After an all-night meeting of the Socialist Party's national council, Sr. Soares was authorised this morning to form a Government of what he has called a "Socialist base, with Christian Democratic personalism."

However, powerful forces, including the President and prominent members of the Socialist Party, are anxious that the new Administration should not cold-shoulder Portugal's largest, and arguably most powerful party, the Communists. They came fourth in the 1976 general election and have 40 seats in Parliament, but their labour strength far outweighs their electoral results.

Sr. Soares has been advised, therefore to continue to try to reach a separate agreement with the Communists. He has been trying to do this for some weeks, but, since the Communists insist on specific guarantees for the radical land reform and the nationalised sector, and the Christians Democrats insist on a radical review of these, compromise will be difficult.

This formula, carefully avoiding the use of the word coalition, a format to which the Socialists are opposed, is likely to involve

Editorial comment, Page 22

Soviet army underscores E. Germany links

BY LESLIE COLLY

THE 400,000-man Soviet Army in East Germany is moving swiftly to counter continued reports in the West German news magazine Der Spiegel that an alleged opposition group in the East German leadership wants Moscow to withdraw its armed forces from the country and wants East Germany to leave the Warsaw Pact alliance.

Knowledgeable East European sources here say top Soviet generals in East Germany are fanning out over the country to tell East German Communist Party functionaries that the alliance between the Soviet Union and the German Democratic Republic is eternal and unbreakable.

Reports of the activities of the Soviet generals are appearing in condensed form in the

East German Government Press. The East Europeans say that although they, along with many Western analysts, doubt there is an opposition movement of any consequence in the East German party, the Soviet Army in East Germany "plainly is not taking any chances."

This they note, is probably because the Soviets fear that too many East Germans have already taken at face value the goals of the purported opposition movement, which include German reunification.

The East Europeans report that East Germans have been recording on tape the text of Der Spiegel's "manifesto" of the "Federation of Democratic Broadcasters of Germany" as broadcast verbatim by West Berlin radio stations. The

East Europeans here in the East German capital note that General Yevgeni Ivanovskii, the supreme commander of the Group of Soviet Armed Forces in Germany (as the Red Army divisions in East Germany are officially called), has personally taken charge of the campaign to impress on East German party officials that nothing will ever move the Soviet Union to withdraw its armaments from East Germany.

Gen. Ivanovskii told East German party functionaries in Leipzig earlier this week that the Soviet forces in East Germany regard it as their "historic mission to defend the achievements of socialism in the GDR."

The Soviet general warned his East German listeners that they are currently witnessing

"machinations by the main reactionary forces of imperialism in Europe," that is in West Germany, which are being thwarted by the alliance between the Soviet army in East Germany and the National People's Army of East Germany. The East Europeans say the East Germans who heard the speech took this to be a direct reference to Der Spiegel's report on the alleged East German opposition group.

Gen. Ivanovskii assured his Leipzig listeners that the Warsaw Pact alliance with its "close fraternal relations between the members of the Soviet army and the National People's Army" is growing in "strength and unity," which the East Germans are said to have had no difficulty in deciphering.

The head of the political

administration of the Soviet Army in East Germany, Gen. Ivan Mednikov, picked up the same theme in a lecture to East German party officials this week in the city of Schwerin. He reminded the East Germans that the Warsaw Pact is going "to take all measures to defend its peoples" as long as NATO exists and builds its strength.

He assured the German Communists that the "Warsaw Pact is a voluntary alliance of Socialist countries" which among other things is there to defend the "dear socialist international."

The latter phrase was used by the Soviet Union to justify its occupied of Czechoslovakia in 1968 and Poland bitterly opposed by the non-communist parties of Western Europe.

Schmidt and Carter lay groundwork for meeting

BY JONATHAN CARR

BONN, Jan. 18. CHANCELLOR Helmut Schmidt has begun an exchange of letters with President Carter intended to lay the groundwork for a meeting between the two leaders and for the Western economic summit, planned for Bonn in July.

Government sources said that in a letter late last month Herr Schmidt had underlined the efforts West Germany has made to boost its economy and to try to reduce unemployment. The object is to try to head off any further public exhortation by the U.S. for further German measures of economic stimulation.

Bonn feels it has done what it sensibly can in this sector and that nothing is to be gained from public friction with Washington. Herr Schmidt's letter is understood to have welcomed President Carter's initial statement before Christmas intended to help strengthen the flagging U.S. currency.

Since then the U.S. has taken further steps to help the dollar, and the bilateral swap accord has been reached. Nonetheless, the German view remains that the key to a relatively stable U.S. dollar is passage of an effective U.S. energy policy aimed at reducing oil imports.

Call for look at European insurance

BY MARGARET VAN HATTEM

BRUSSELS, Jan. 18. THE Bureau of European Consumers' Unions is to ask the EEC Commission to investigate what it claims are enormous differences in premiums for identical life insurance policies in Common Market countries.

A recent survey by member consumer organisations throughout the Nine showed that the most expensive British premiums were usually far cheaper than the cheapest in other countries. Dutch rates also compared favourably with the far more expensive German, French and Luxembourg rates.

Denmark urges speed-up of Greek entry to EEC

LUXEMBOURG, Jan. 18.

DENMARK'S Foreign Minister, Mr. K. B. Andersen, said to-day that his Government intended to press for a speeding-up of negotiations on Greece's application to join the Common Market during its six-month presidency of the EEC Council of Ministers.

In his maiden speech to the European Parliament, he said that "substantial progress must be made in the course of his country's presidency, because the credibility of the Community was at stake."

Mr. Andersen described as "optimistic but not unrealistic" an accelerated negotiating timetable proposed to the EEC by the Greek Government before Christmas. This envisaged completion of all substantive negotiations by midsummer, with formal admission occurring early next year.

Although most EEC Foreign Ministers regard the Greek proposals as too ambitious, the European Commission is seeking to inject some fresh momentum into the negotiations. It plans to ask for authority early next month to enter final negotiations with Greece on the customs union and a month later to begin final discussions on external relations, capital movements and

Portugal itself has indicated that it would prefer to see publication delayed until after the French elections in mid-March, and the timing could be further complicated by the government crisis in Italy, where great importance is also attached to the EEC's treatment of Mediterranean cultures.

It is regarded as inevitable in Brussels that some delay will occur in the handling of Portugal's EEC application. The Commission's formal opinion on the Portuguese case, originally promised for late last year, has postponed until the end of February, may now not be published until May or June.

Portugal itself has indicated that it would prefer to see publication delayed until after the French elections and completion of its own negotiations with the International Monetary Fund.

Mr. Andersen also re-emphasised today the importance of setting a date for the first round of European elections by April and of encouraging EEC cohesion on the external side.

THE EUROPEAN COURT OF HUMAN RIGHTS

A useful safety valve

BY DAVID BUCHAN IN STRASBOURG, JAN. 18.

THE BLACK-robed judges of the European Court of Human Rights today delivered their first ever verdict on a case brought by one Government against another. The case, in which the Court found that British security forces in Ulster had subjected detainees in 1971 to "inhuman and degrading treatment" but not to "torture" — is unprecedented.

Today's decision will have no dramatic practical consequences. The Northern Ireland case has ended in a draw with the Dublin Government getting some, but not all, of what it wanted from the Court. The Court argued it was not within its powers to grant the Irish request for a Court order against the U.K. to prosecute British security for the practices.

Court officials are now mildly jubilant and feel that greater use of the Court as an arbiter of inter-State disputes could act as a valuable safety valve for Governments that might otherwise resort to other means to settle their quarrels.

Irish and British officials say that the case has been an irritant between Dublin and London but concede that the verdict may persuade Republican extremists in Ulster to turn to non-violent means to achieve their ends.

The Northern Ireland case only came before the Court because both Governments are among the 14 Council of Europe member states that have accepted the court's compulsory jurisdiction. Though all 20 member states have signed the Human Rights Convention, Turkey, Greece, Malta and Cyprus do not accept the Court's jurisdiction.

It is still hoped that the Council of Europe's newest arrivals — Portugal and Spain — may still do so. Previous inter-state disputes — only 13 in number — have all concerned countries not recognising the Court. The Strasbourg Commission on Human Rights initially examines all complaints which are then dealt with by the Council of Europe's Committee of Ministers. This body, made up of national representatives, makes little pretence of reaching anything but political verdicts. The case brought by Cyprus against Turkey following the

1974 Turkish invasion of the island is one of the cases currently being dealt with by this Ministerial Committee.

The vast majority of cases — nearly 8,000 — that have come before the Strasbourg Commission or the Court have been complaints by individuals against their own governments. For these to be considered in Strasbourg, the government in question has to have recognised the right of individual petition to the Court.

The British are the most litigious. There were 172 complaints to Strasbourg by British citizens in 1974, 186 in 1975 and 139 in 1976 with only the West Germans near to matching this record. A typical example was heard by the Court yesterday involving an appeal against a birching of the wife of a man.

Past decisions of the Strasbourg court have "directly or indirectly" court officials claimed led to changes in national law, including changes in Austrian criminal procedure, Belgium's vagrancy laws, German pre-trial detention practices, Dutch ministry discipline rules, and changes in the U.K.'s immigrant appeal procedure. In addition, court decisions are said to establish case law for all 20 member Governments.

Both British and Irish officials agree that today's decision has established a European standard against the use of the five techniques employed in Northern Ireland by British troops: subjecting detainees to prolonged, loud noises, reduced sleep and food, and prolonged standing.

The court can impose fines and doles in the Ulster case because the U.K. Government has already paid out £152,250 in compensation to the detainees. It can also order changes in national law, but the British Government has already assured the Court that there would be no repetition of the practices in Ulster.

Council of Europe officials admit, however, that behind the Court's refusal today to order the prosecution of British officers and officials lies a recognition that member Governments only submit voluntarily to the court's jurisdiction.

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Row over Irish Government's jobless policy

BY GILES MERRITT

FURIOUS debate has broken in Dublin over the Irish government's recent white paper on economic policy. The Republic is sniping at his scheme for reducing the number of unemployed by 30,000 within three years. They claim he has miscalculated the rate at which further redundancies and the rapid growth in the labour force will cancel out his drive to create jobs.

The latest encouragement to Ireland's gathering economic confidence came with the publication of figures from the 22nd Economic Cooperation and Development showing that by last November inflation had been brought at an annualised rate of 10.8 per cent, 2.2 percentage points below the British rate, and was dramatically down from 18 per cent domestic investment will grow during the comparable period of 1976. At the moment, however, Ireland seems to be on the way to achieving an inflation rate of 7 per cent late this year, compared with a determined "buy and 8 per cent for 1978-80. Yet Irish" in its substitution campaign, Martin O'Donoghue, the minister for Economic Planning, each year increase the existing manufacturing workforces by a further 1,500. Added in that, Government boasting of the construction industry and public services will this year produce 15,000 jobs, while over the official "live register" of unemployed in the private sector should result in the jobless total of 30,000, or 9.3 per cent, should activity and provide at least a nearer 165,000.

Comecon growth in 1977 up on previous year

BY DAVID SATTER

THE ECONOMIES of Comecon countries, taken as a whole, grew more rapidly in 1977 than in the preceding year. But the Comecon results for the current 1976-80 five-year plan still lag behind the pace set during 1971-75, according to preliminary results announced by Mr Nikolai Faddeyev, the Comecon secretary. Mr Faddeyev said that in 1977, with most of the increase attributable to a 5.0 per cent rise in industrial output in the nine Comecon member countries, there was a moderate improvement over 1976. This was a significant increase over the 5.9 per cent registered in 1976 but in Comecon national income over the 1976-80 five-year plan, however, has been calculated at only 3.0 per cent, down from 3.6 per cent. During 1971-75, however, industrial output in the per cent.

DUBLIN, Jan. 18.

ITALY'S POLITICAL CRISIS

Ripe for the spread of violence

BY PAUL BETTS IN ROME

WHATEVER the political alignment of the new Italian Government one of the key issues it will have to tackle together with the economy is the steady and so far unarrested rise of terrorism nourished by left and right extremists and a growing number of anarchists.

Rome, in the words of its mayor, has become "the capital of political violence in Italy." The city is patrolled by an exceptional number of police and officials' vigilantes. Political violence, as distinct from ordinary crime, has, nevertheless, irrepressibly continued.

Dr O'Donoghue, meanwhile, has laid up his sleeve that may help him confound his critics. The real issue, once the debate over employment targets dies down, will be the extent to which the Government can deliver.

Over the next three years Ireland can confidently expect that new foreign industries and

at the centre of a bitter dispute.

At the end of last week, when introducing his White Paper, Dr O'Donoghue took the radical step of dismissing Ireland's official "live register" of unemployed as misleading, pointing out that the jobless total of 30,000, or 9.3 per cent, should activity and provide at least a nearer 165,000.

10,000 jobs yearly.

Italian media as "defenders of and incendiary bombs. These clearly the majority of its 3m. extreme, and despite the efforts to votes would go to the Christian or the Communist party to general hang-up following the middle class extraction. Many are sons of porters, labourers and the unemployed. They often

take to violence, because the more intransigent extraparliamentary elements of the extreme right send them out on to the streets, sometimes with promises of jobs, sometimes with a few thousand lire, more often than not with emotionally charged ideals of violent anti-communism and the utopian social nationalism and fanaticism of Mussolini's "Verona Charter" in the face of the country's present deep-rooted economic, social and institutional malaise.

Exaggerated

According to Sig. Almirante, the Secretary of the Movimento Sociale Italiano (MSI)—the ultra-Conservative self-labelled "National Right Wing" and Anti-Communist Party—he spoke about "a 30 year political conspiracy against his party which effectively kept it locked out of the political arena in spite of its now being the country's fourth largest party after the Christian Democrats, the Communists and the Socialists.

Extreme nationalism has always been a highly emotional and important component of Italian political life.

The MSI was founded shortly after the war to attract the votes of sympathisers with Mussolini's

"public republic." Despite repeated but half-hearted attempts to outlaw it, the Party's fortunes have until recently progressively gone up. It has generally gained at times of tension and public anxiety. While not directly affiliated to it, the MSI has, nevertheless, always maintained on its extreme right the disreputable characteristics of neo-fascism such as bomb throwing and hooliganism. As a party, it has attempted to don the cloak of respectability, the so-called "double-breasted" suit in which its leaders were caricatured in the early seventies.

To-day, the younger elements on the extreme right are no longer equipped with bicycle chains, knuckle dusters or truncheons, but with revolvers and pistols. If it did not exist,

it is conventional wisdom, at least in the Italian media, to blame politically motivated violence on the extreme right. In fact, it is obvious that violence comes from both ends of the political spectrum as well as from a third force composed of anarchists out to bring down the entire system.

Last November, the Interior Minister, Sig. Francesco Cossiga, addressing the Italian senate said there had been 1,683 terrorist attacks in the first ten months of last year, including 46 against individuals four of whom were murdered. The death toll has since risen. Three young neo-fascists were killed earlier this month, another older right wing sympathiser has been shot dead and has a security chief of the Fiat car company. At present, in terms of pending prosecutions according to the Interior Minister, some 300 members of extreme right wing groups and 288 left-wing extremists are awaiting trial.

In many respects, the belief that all violence stems from the right is seemingly the result of the self-appointed role of the

the sons of porters, labourers and the unemployed. They often take to violence, because the more intransigent extraparliamentary elements of the extreme right send them out on to the streets, sometimes with promises of jobs, sometimes with a few thousand lire, more often than not with emotionally charged ideals of violent anti-communism and the utopian social nationalism and fanaticism of Mussolini's "Verona Charter" in the face of the country's present deep-rooted economic, social and institutional malaise.

Officially, the Communist Party has recently come down heavily against political violence from both the Right and from the Left. But its critics suggest cynically that in the late 1960s when extreme Left-wing violence erupted on the scene, the Communist Party, as an opposition party, was not as vocal as perhaps it could have been in condemning the serious violence of the Communists themselves. To these same critics, the Communists have been caught off balance. During the last ten years, the party has gained political respectability. As a party of Government, it is now being attacked by a Left-wing fringe of extremists.

The MSI, the "public republic," is one of the biggest differences between 1968 and 1977. In 1968, in the wake of the Paris student riots, ultra Left groups of students and the younger generation of the working classes in the industrial north espoused Marxist ideals. They were components, perhaps extreme and violent, of the Labour movement and the Communist Party. Subsequently, as the trade union movement and the Communist Party assumed greater political respectability and power, these extreme fringes represented in groups like "potere operaio" or "folla continua" gradually

To all intents and purposes, the MSI is today isolated, internationally, with the death of General Franco, it has lost its only effective link with the outside world except for perhaps one or two distant South American countries. In Italy, it has been split down the middle with nearly half of its parliamentary deputies breaking off to form a new more "moderate" grouping called Democrazia Nazionale. But it is also useful to the Left-wing parties, especially the Communists. They are becoming detached from the Communist Party and the Labour movement as the dramatic change which 1968 heralded did not materialise. They have since become more



profound economic uncertainty and in the throes of a whole series of acute social problems, it is ripe for the sort of orchestration of violence escalation that can transform what effectively amounts to an apparently isolated incident between two rival gangs of youngsters in the suburbs of one city into something approaching guerrilla warfare in ten other major cities barely 24 hours later.

MADRID, Jan. 18.

Madrid cautious over reforming police forces

BY ROBERT GRAHAM

THE delicate problems inherent in the change from a fascist dictatorship to a democratic democracy have been highlighted by proposals for the reform of the Spanish security forces. Rather than disband one arm of the security forces, the Policia Armada, with primary authority for public order, the Government has chosen to rename it and bring it under closer civilian control.

This kid glove approach to the Policia Armada is the salient point in a draft Bill approved by the Cabinet last Friday, the text of which was released this week.

The threat—implied or real—

of serious army and police objections to a demilitarisation of the security forces, composed primarily of the Guardia Civil and the Policia Armada, appears to have inhibited the Government from making any radical changes in their structure at this stage. The original draft Bill proposed that the Policia Armada be renamed the Guardia Nacional. But this has been subsequently changed. Their essential functions of public order, riot control and the guarding of public buildings remains unaltered.

The recruitment process, either from the armed forces or the ranks of the Guardia Civil, also remains unaltered.

The Bill specifically states that the Guardia Nacional will be a "military body organised in military lines, responsible exclusively to the Ministry of the Interior." However, the new Guardia Nacional will be considered as part of the national police force and not a branch of the military, presided over by a newly appointed Director General of Security who will be directly below the Interior Minister (at present a civilian). The Policia Armada was created in 1941 and since then served as a powerful arm of repression under the late General Franco. In December, 1975, a major expansion of the

Interior Minister discretion to use the Guardia Civil in exceptional circumstances beyond its normal competence. The law will have to be debated by parliament. But the government is said to be anxious to have the bill passed before a special parliamentary commission of inquiry publishes its report on the riots in Malaga and Tenerife a month ago that led to the fatal shooting by riot police of two demonstrators. Witnesses then were highly critical of the behaviour of the security forces. The parliamentary commission began work on Tuesday.

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AMERICAN NEWS

Manley swallows the bitter IMF pill

BY JUREK MARTIN, U.S. EDITOR

A TEAM from the International Monetary Fund is expected in Jamaica shortly to negotiate a new three-year agreement with the government there. An agreement negotiated last year between Prime Minister Michael Manley's government and the IMF for a US\$74m loan deal was terminated last week when Jamaica failed to meet one of the IMF's criteria for the island's economy. Its collapse forced a 10 per cent devaluation of the Jamaican dollar.

For the battered Jamaican economy, the devaluation could not have come at a worse time or under more unfavourable circumstances. The Government could hardly have been prepared for it, although thought had been given to a much smaller devaluation at the start of the forthcoming financial year.

The circumstances of the devaluation must have been painful to Mr. Manley, who approved the US\$74m facility, the IMF set several conditions for the funds to be transferred. They included targets for public expenditure, public borrowing from the banking system, foreign exchange holdings, and domestic credit expansion. The economy, according to Mr. David Coore, the Finance Minister, "passed" the first three tests, but narrowly failed the last.

The Jamaican Government has claimed that the 10 per cent devaluation was much higher than was necessary to protect the economy. The implication being that although it had to go along with the IMF demands, it was not in agreement.

This must have been a bitter pill to swallow in particular since

Carter prepares to combat public doubts on economy

BY JUREK MARTIN, U.S. EDITOR

WASHINGTON, Jan. 18.

THE STATE of the Union message, to be delivered by another public opinion poll, issued this morning by the New York Times and CBS News last night, will concentrate principally on economic affairs. It is the confidence that Mr. Carter could do much about inflation, unemployment and balancing the budget.

The message will be the first of a rapid series of major administration policy statements. They will include what is being described as an unusually detailed economic message to Congress on Friday, the unveiling of the tax reduction programme (plus some tax reform on Sunday) and the formal presentation on Monday of the Budget, the first over which the Carter administration has had full control.

Senior administration officials have acknowledged the need to present to the nation a coherent economic policy. Even though the U.S. economy had a satisfactory year in 1977, the public perception, not to mention that of the business community, is that economic prospects are indifferent and that the President's ability to cure economic ailments is marginal.

This lack of confidence was particularly apparent among

Driving home this point was blacks, whose persistent criticism of administration economic policies had lately taken more specific forms.

For example, the Association for the Advancement of Coloured People, for example, last week came out against the president's energy programme on the grounds that it would cost jobs. Yesterday, the Urban League said it would fight against the planned Section 8 housing programme because other blacks nor the inner city would benefit sufficiently from across-the-board action.

Mr. Vernon Jordan, the league president, was much less critical of Administration indifference than he had been six months ago, praising the "many positive steps" which had recently been taken. But he argued strongly that tax cuts should be carefully aimed at areas in greatest need.

The publication of the poll also suggests that this country still does not believe it has an energy problem. This will also be a central theme in the State of the Union address, but it will be delivered to a national audience of whom, according to the poll, 47 per cent believe that the energy crisis is a confection of the oil and gas companies, and 43 per cent believe it is real.

Only 37 per cent of those questioned approved of Mr. Carter's handling of the economy, compared with nearly 50 per cent six months ago, and twice as many people surveyed thought that the economy was going to get worse rather than better, suggesting that the president has a fair bit of public persuasion on his hands.

According to the poll, 43 per cent believe that it is real.

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Inventory Tax Exemption on Goods in Transit	✓	✓	✓	✓	✓	✓	
Tax Exemption on Manufacturer's Inventories	✓	✓		✓	✓	✓	
Sales/Use Tax Exemption on New Equipment	✓	✓	✓	✓	✓	✓	✓
Tax Exemption on Raw Materials Used in Manufacturing	✓	✓	✓	✓	✓	✓	✓
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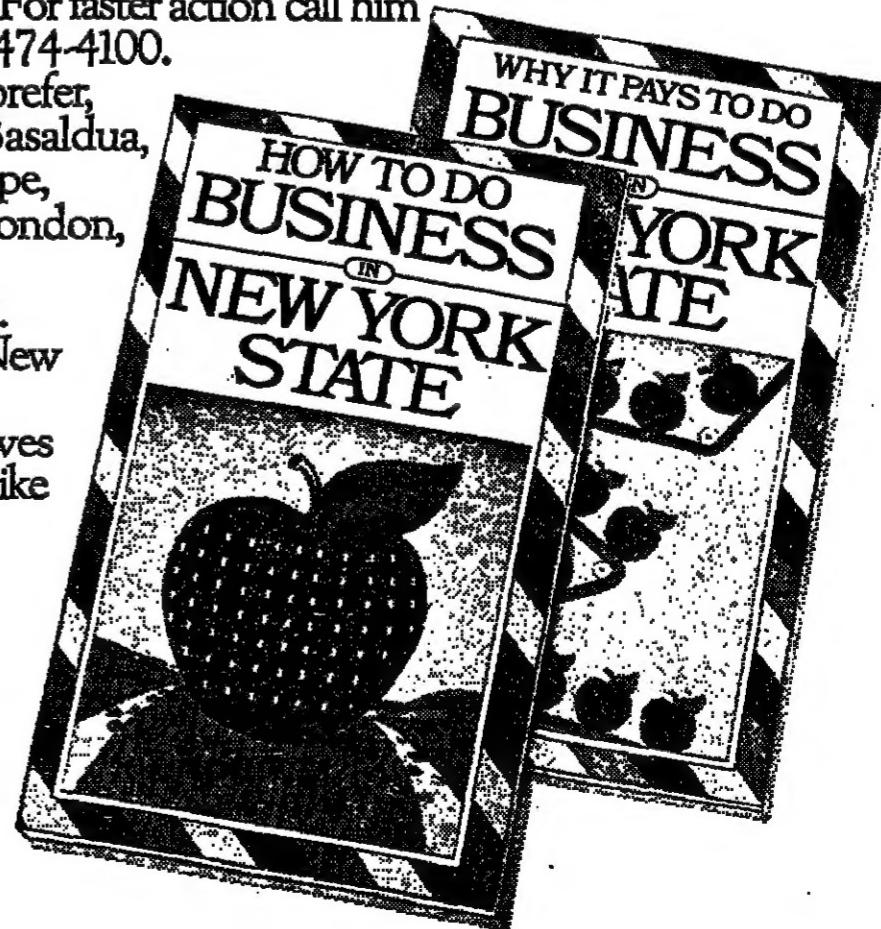
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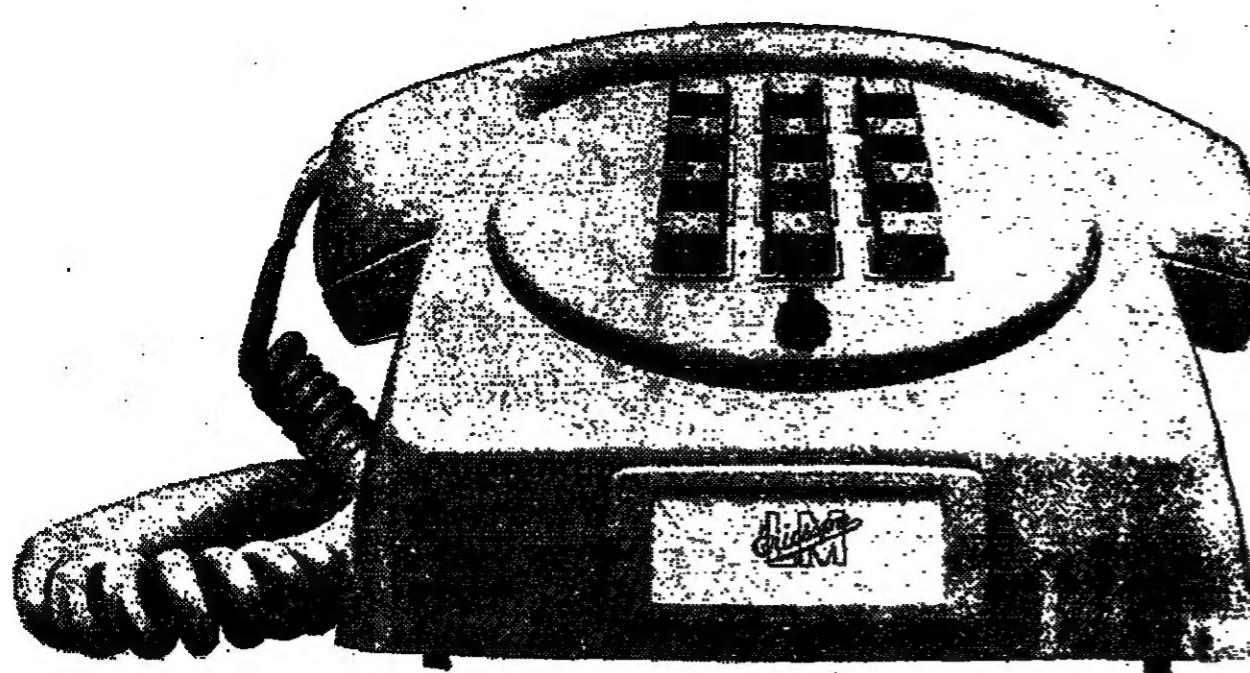
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KLM cares. They know that service - good service - is essential. And that air transport is an important part of my product. We've worked together for more than 20 years. And they've been helpful and worked hard to get it right. Not that there isn't always room for improvement, but that's why, among the 11 carriers we use, we value our association with our friends at KLM Cargo tremendously.

Valued customer and critic!

It's true we've worked with Mr. Ogrin a long time. But there's nothing cozy or complacent about our relationship. We carry a great deal of his air freight. That's a big investment. And he can't afford to be sentimental. So when he's critical we listen. And learn. He's the kind of tough customer who's helped us build up one of the most solid, reliable and modern organizations in air freight today. It hasn't been easy.

But we didn't come into business 57 years ago looking for an easy way to earn a living.

A new era of air transport.

Companies like LM Ericsson are relying more and more on air freight. And demanding more and more of the people who carry it. That's fine with us. We're ready for it - with lights on and off of 40 places in Europe and 70 others worldwide. With the latest in wide-bodied aircraft, unit load devices, the right computers, schedules, contacts and charter possibilities. And, most importantly, with the right people - 2500 people who care.

Responsibility is rewarding.

Every day, in 280 offices around the world, KLM Cargo teams prove their sense of responsibility and reliability. They are flexible, innovative and precise. It comes from working with people - not just for them. As 3000 cargo agents will confirm, our service is part of your product. With demanding professionals like Mr. Ogrin about, we'll never forget it!

KLM CARGO

KLM Cargo - part of your product.

Far East Dialogue



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Caracas Metro bids short list

By Joseph Mann

CARACAS, Jan. 18. FRENCH AND Japanese bidders for one of the biggest contracts to be let for the Caracas Metro have been selected for final negotiations with the Venezuelan Government out of a group of eight initial competitors, sources told the Financial Times today.

Two consortia headed by Societe Generale de Techniques et d'Etudes (SGTE) of France and C. Itoh of Japan are now meeting Venezuelan Government representatives to work out a final evaluation of technical, commercial and financial aspects of their offers to provide rolling stock, signal and train control systems, electrification, and steel rail for the trunk line of the Caracas Metro, a modern rapid transit line currently under construction.

Last March SGTE placed the lowest bid among eight international groups, asking \$225m. for the rolling stock contract. C. Itoh bid in the next lowest tender at \$242.8m.

Other bidders were Societe Franco-Belge de Matériel de Chemins de Fer (\$236.5m.), Westinghouse Electric of the U.S. (\$306.7m.), Pullman Standard, also of the U.S., (\$304.5m.), Urban Transportation Development of Canada (\$37.45m.), and Siemens (\$253.3m.) for aluminum coaches and \$25.9m. for stainless steel. A British consortium led by GEC entered the highest bid at \$365.5m.

Other bidders on the rolling stock contract have not been formally eliminated by the Venezuelan Government. One source close to the metro negotiations said that the Government is not immediately discarding other tenders since it wants to "keep all its cards in hand" for contingencies in both the present and future contracts. The Japanese and French proposals are now being studied by three Government panels.

Aside from the tender evaluations already mentioned, metro engineers are also working with Japanese and French representatives on alterations the Government is seeking in each of the proposals.

Informed sources say the Government will make a final decision on the rolling stock contract by April at the latest. Observers, while admitting that both the French and the Japanese have presented good offers, tend to give the French the better chance of clinching the deal.

Mitsui wins Aqaba contract

By Rami G. Khouri

AMMAN, Jan. 18. MITSUI TOATSU Chemicals of Japan has been awarded the technical management contract for one of the two key industrial projects in Jordan — the \$225m. chemical fertiliser plant now being built at the southern port of Aqaba.

Mitsui's appointment comes after six months of negotiations by the Jordan Fertiliser Industry Company to replace Agrico Company of the U.S., which last year withdrew from its original technical management role because of management changes at its headquarters in Tulsa, Oklahoma.

Unlike Agrico, Mitsui does not have a share in the \$100m. equity capital of the fertiliser project, but rather is contracted to provide technical assistance and training during the 30-month construction phase of the fertiliser plant, and for a three-day operating period after the scheme comes on stream. Start of production is scheduled for mid-1980, general manager, Dr. Mahmoud Mardi, told the Financial Times here today.

He also said that the major contracts for the civil works and the port construction for the project would be awarded this spring. There are some \$280m. worth of contracts still to be awarded. Spie Batignolles of France is providing engineering and construction supervision services for the project, and is responsible for all equipment procurement.

Dr. Mardi said that the financing package for the project will be completed in March after a trip to Arab Gulf state financing bodies in February finalises the equity shares that will be taken by several groups there.

He added that the fertiliser company would soon start contacts with qualified international companies with a view to finding a partner to provide marketing expertise and services.

Iranian order for Bofors

By John Walker

STOCKHOLM, Jan. 18. NOBEL CHEMATEUR, a subsidiary company of Bofors, the Swedish armaments, steel and chemicals concern is to build a chemical plant in Iran valued at Kr.500m. (555m.). Nobel Chemateur has previously delivered equipment to the chemical industry in Iran and in 1974 won a Kr.200m. contract. The new order is the largest that the company has landed and should be completed in three years.

Iran is expanding its chemical industry very rapidly. Bofors managing director Claes-Ulf Wikberg says he estimates that the Bofors contract accounts for about 20 per cent of the total expenditure for the whole of a new large complex.

Japan puts conditions on tariff cuts offer

By CHARLES SMITH

JAPAN HAS decided to propose

which is about to open and are due to be implemented from April.

Although there are advanced talks, it is understood that Japan will be entitled to compensating tariff reductions by other countries taking part in the GATT negotiations.

Christopher Dunn adds: Mr. Edmund Dell, Britain's Secretary of State for Trade, commenting on the Japanese reaction to the proposed level of EEC tariff cuts, said in London yesterday that the Japanese trade surplus posed a fundamental problem which could only deal with it to a limited extent. But he said that cutting high Japanese tariffs might be one way of reducing this surplus.

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HOME NEWS

Industry backs pilot heat waste survey

BY KAY DAFFER, ENERGY CORRESPONDENT

ENTISTS at the Harwell signed to help reduce fuel bills. Infrared emission can be detected and displayed as a map with up to one foot resolution and showing temperature differences as small as 0.3 degrees Centigrade.

Industrial companies and insulation

The importance of insulation is stressed yesterday by Sir Frederick Catherwood, chairman made within two or three of the British Overseas Trade Board.

Energy is the lifeblood of the survey, which has so far won considerable support from the horticultural, petrochemical and brewing industries, he de-

scribed as the conservation of energy." Sir Frederick was speaking at a London conference, Energy Conservation in Housing, organised by the British Woodworking Federation and the Building Advisory Service.

"There will, no doubt, be continued pressure for a cheap fuel policy but no-one who can see the consequences of this will want to do it. So oil, even our own North Sea oil, will continue to be expensive."

Referring to the benefits of timber for energy conservation in housing, Sir Frederick said that trees were produced by solar energy—the cheapest source of all.

Oil groups fight sanctions case

OIL groups yesterday tried to block a public Court hearing allegations that they had taken sanctions by supplying oil to Rhodesia.

Lonrho complained that since UDI, oil had been supplied to Rhodesia by some or all of the 29 defendant companies other than through the pipeline, and that this led to a breach of the agreement.

Mr. Dillon said that the illegality alleged included allegations of breach of the U.K. Government Order imposing sanctions on Rhodesia. "Whether the case concerned the supply of oil to Rhodesia since November, 1965, Lonrho and its subsidiary, Compania Do Pipeline Mocambique/Rodesia, based their claim on the 'Shippers' Agreement' made in October, 1962, between Lonrho and seven oil companies, including Shell and BP. It regu-

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lated use of a pipeline built by Lonrho from Beira to a refinery at Feruka, near Umtali in Rhodesia.

Mr. Dillon said that there was a Government inquiry looking into the same matters, which the Government had directed should be private. He said arbitration would be a quicker way of dealing with the dispute, than a court hearing.

He added that any judgment against BP, Shell, Caltex and Mobil would be unenforceable because it would not be recognised internationally. All that would be left would be the ragbag of remaining English companies.

The hearing continues to-day.

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Lotus exports doubled to £6m. last year

BY TERRY DOOSWORTH, MOTOR INDUSTRY CORRESPONDENT

JUS CARS, the Norfolk-based future make finance available to car manufacturers, doubled dealers to enable them to carry export sales last year to £2m. a larger number of cars in their showrooms.

In the past, Lotus dealers have found difficulty in raising money for such a limited range of vehicles and the company is hoping that this scheme, which is starting now in the U.K., will eventually be used in export markets too.

With the help of the new financing arrangement, Lotus is also hoping to raise production from 1,070 units last year to 1,400 this year.

Plans for developing Lotus this year include a new project with American Express Banking Corporation to help finance the aim is to increase availability of its cars in the U.K.

Most of last year's extra sales went to the U.S. which took about 500 cars. But the company is making encouraging advances in Europe and Japan, where all cars have now been approved for import.

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HOME NEWS

Hattersley
tells
brewers
to compete

BY KENNETH GOODING

THE GOVERNMENT is determined that the talks it has been having with the brewers should lead to greater competition in the industry, Mr. Roy Hattersley, the Prices Secretary, said last night. Mr. Hattersley was making his first public comments about what he described as "the controversy surrounding beer and the brewing industry" at the annual dinner of the National Union of Licensed Victuallers.

He considered there was scope for action in three main areas—the ownership of so many licensed premises by brewers and the control that gives them over licensees; local monopolies and the absence of choice between public houses; the "tie" arrangement which restricts the tenant to the beer of the brewer who owns the pub.

This last restriction in the house, said Mr. Hattersley, was "usually more than either the licensee or his customers wish."

"After our preliminary meeting with the Brewers' Society I felt convinced that they were genuinely prepared to extend competition within their industry."

"I do not pretend that they endorsed all our criticisms, but they certainly seemed willing to meet us on a number of important points. I hope that they were equally impressed by the Government's determination to make progress for it is very real."

"As to beer prices—" the most immediate and controversial issue facing the industry," according to Mr. Hattersley—the time of three-monthly increases was over. "If there ever was a real need for such frequent increases, the time when they were necessary is past."

"For six months we have enjoyed a steady fall in the rate of inflation. The fall will continue, and it will become more and more difficult to justify either to the Price Commission or to public opinion, the regular, indeed routine, increase in beer prices."

Twelve face charges over heaters

Financial Times Reporter

TWELVE people will appear at Hendon, north London, today on charges arising from a Scotland Yard inquiry into certain types of home-heating equipment sold to householders throughout Britain on a large scale in recent years.

"There will be more searches in other parts of the country in the next few months after details were studied about a north London business firm which supplied thousands of heating equipment items."

"People interviewed yesterday at Holborn police station have been charged with procuring the sale of electric heating equipment to householders in the London area by deception. They are accused of obtaining loans by deception from United Dominions Trust and Lloyds and Scottish Finance company in relation to products offered for sale by Highheat Installations, of London."

Mortgage brokers end commission pact

BY ELINOR GOODMAN, CONSUMER AFFAIRS CORRESPONDENT

MORTGAGE BROKERS have agreed to drop certain mutually abused by mortgage brokers agreed trading practices rather than face a hearing in the Restrictive Practices Court. The Corporation of Mortgage Finance and Life Assurance Brokers has abandoned the clause in its terms of membership which lays down maximum commission on

The agreement is one of 16 which have voluntarily been dropped by trade associations in the service field since restrictive trade practices legislation was extended to services in 1976.

Among others now known to be disbanding are those operated by direct mail companies, loss assessors and cold storage companies.

The Corporation of Mortgage, Finance and Life Assurance Brokers, which has about 700 members, agreed to make the recommendation, or be prepared to justify it before the Restrictive Practices Court. Yesterday it said that the new

view that it could become the standard charge, and that the recommendation fell within the terms of the restrictive practices legislation.

This meant that the corporation either had to drop the recommendation, or be prepared to change extremely reluctantly. Yesterday it said that the new

Mr. Gordon Borrie, the Director-General of Fair Trading, said yesterday that the legislation had already led to a more competitive climate in the service field.

Since it was set up in 1968 the corporation has recommended that members should not charge a commission of 2 per cent. in its discussions with the Office of Fair Trading. The corporation maintained that this 2 per cent figure was the ceiling and not the standard rate.

Drop or justify

But the Office apparently took the view that it could become the standard charge, and that the recommendation fell within the terms of the restrictive practices legislation.

This meant that the corporation either had to drop the recommendation, or be prepared to justify it before the Restrictive Practices Court.

Coal Board to spend £30m. developing Yorkshire seam

BY JOHN LLOYD

THE NATIONAL Coal Board plans to spend £30m. on developing a new seam at one of the country's most productive pits, Kellingley Colliery, in Yorkshire.

The investment, one of the biggest under consideration by

Most of the investment will be used to open the Silksome seam

at Kellingley. The Silksome seam is more than five feet thick. The Beeston

pit, at present employs about 2,000 men and has a yearly output of 15m. tonnes. The output per manshift—the standard measurement of productivity—is around 50 cwt., almost double the current national average.

Besides constructing access to the face, the money will be spent equipping the coal faces and on constructing a new colliery washing plant.

Kellingley Pit, constructed in 1968, was one of the collieries which asked for a productivity deal some weeks ago.

But it would be up to Mr. Shore to decide whether or not there had been an undue burden on the rates. A final de-

cision on how much Government money would be spent could take months.

Mr. Ron Farmer, chief executive of Cleethorpes Borough Council, said that the council had spent £150,000 on emergency relief. The total bill would be more than £400,000, £200,000 of which would be spent mainly on repairing damage to sea defences.

Mr. Farmer estimated that a further £1.8m. of damage had been caused to private property.

Mr. Marks continues his assessment of the damage to-morrow when he meets MPs from the affected areas and holds talks with insurance companies.

EEC help for flood victims

BY JOHN LLOYD

THE EEC Commission yesterday approved in principle the granting of emergency funds to aid victims of the gales and floods which caused widespread devastation last week in the U.K., France and Belgium.

A figure has not been put upon the aid until local authorities assess the cost of damage.

The Commission, which met in Luxembourg yesterday while the European Parliament was sitting, will decide the conditions of the aid at its next meeting.

Mr. Ken Marks, Under-Secretary of State at the Environment Department, said yesterday that he could not give assurances of

Government aid to affected areas.

Mr. Marks was speaking during a visit to Cleethorpes, near Grimsby, where 1,600 homes have been affected by flooding and gale-force winds.

He talked to victims and said he would report this week to Mr. Peter Shore, Secretary of State for the Environment. He was convinced that there had been real hardship and that the local authority would have to spend large sums of money.

But it would be up to Mr. Shore to decide whether or not there had been an undue burden on the rates. A final de-

cision on how much Government money would be spent could take months.

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Aid sought for small builders

BY MICHAEL CASSELL, BUILDING CORRESPONDENT

URGENT MEASURES to assist small businesses are called for by leaders of the construction industry in representations to the Chancellor of the Exchequer.

In a pre-budget memorandum several representative bodies join forces for the first time to ask Mr. Healey to "make fundamental changes in the climate of taxation" to encourage growth of small businesses.

They are the National Federation of Building Trades Employers; the Federation of Civil Engineering Contractors;

ful lobbying force when dealing with the Government.

In 1977 delegations from up to eight trade and professional bodies joined forces to put their case to Ministers for more work, a move welcomed by the Government.

The pre-budget memorandum says that small businesses are the indispensable backbone of industry, both in connection with work in the U.K. and overseas.

The joint approach is the latest move in the industry's new strategy for presenting a power-

ful lobbying force when dealing with the Government.

Mr. Peter Morley, president of the NFETE, in a letter to Mr. Healey, states: "Our aim in collaborating in this way is, of course, to present more effectively the views of the contracting side of the construction industry, both in connection with work in the U.K. and overseas."

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FINANCIAL TIMES SURVEY

Thursday December 19 1978

MIDDLE EAST INSURANCE

The biggest and most hazardous growth area for insurance over the past five years, the Middle East, has turned out to be a tougher market than first thought. Local conditions often lead to high risk business and awkward operating conditions.

Coming to terms with the market

by Richard Johns
Middle East Editor

OTHING COULD have been more contrived to concentrate the attention of the insurance world, particularly its Lime Street heart in the City of London, than the fire at the oil customs area on Iran's border with the USSR in 1976. That blaze resulted in material loss amounting to some \$175m., similar one at Khorramshahr, 1975 cost \$75-80m. It was technically appropriate that these mishaps should have happened at these import entry points of a booming oil state where the congestion contributed to the heavy bills and effected the rapid development which has made the Middle East the biggest and perhaps most hazardous growth area for the insurance business over the past five years. Similarly, the explosions at the natural gas liquefaction plant at Umm Said, Qatar, with damage assessed at \$75m. and at Saudi Arabia's Abqaiq oil field with losses added to be about \$85m. has once again required and even

shown the vulnerability of the installations generating the wealth of the Middle East.

International insurance, like other forms of business, felt the lure of potential profit. In this period new links have been evolved in parallel with the phenomenal growth in the industrial countries trade with the oil producers, their contractors intensive involvement in the implementation of projects and the creation of new financial relationships.

Proportionately, however, it has probably been less than in other spheres of business because of the restrictions placed by developing countries of the Middle East with the aim of retaining a maximum proportion of premiums. Overall, the bulk of the increase accruing to the international markets, especially London has been in reinsurance. And the spread of risks undertaken has hardly been reassuring.

For the more traditional cargo business difficulties have been experienced because of port congestion. More seriously, a new challenge has been posed in the Gulf region by the sheer magnitude and value of projects—the vulnerability of oil and petrochemical installations, and the problems of assessing risks associated with these developments of high technology in an environment unfamiliar to newcomers to the area. Complications in the Lebanon arising from the 1975-76 civil conflict and the accumulation of war-risk claims have yet to be resolved. In the meantime, indigenous institutions have expanded, most notably in the younger States of the Gulf, to cover direct insurance to be about \$85m.

He broke down insurance pay-

ments as follows: those of

undertake an increasing reinsurance capacity in absolute terms, though not in relation to total demand for cover.

For Lloyd's and the big insurance companies the Middle East in terms of business may pale into insignificance in comparison with North America, even if the risks in the former market are increasingly worrying. Nevertheless, because of its oil wealth, the region has been the fastest growing one in the world and this year it will probably be worth \$2bn. A big majority of the direct premium income is retained in the region but an even bigger proportion of it is reinsured mainly in the City. In the region re-insurance capacity is limited despite the creation of Arab pools which as yet are receiving only small proportion of total income. It has been estimated that no less than 80 per cent of Middle East business comes to London as reinsurance of which about 30 per cent retrocedes overseas.

Income

At the Arab Insurance Conference 1977 organised by the Review last November, Dr. Mustafa Rajab, chairman of the Iraqi General Insurance Company, computed direct premium income from the Arab world—with the exception of Saudi Arabia and Lebanon for which figures are not available—at \$104bn. This showed an increase of 19.2 per cent over the level of 1975 which itself had shown a rise of 24.4 per cent over the previous year.

He broke down insurance pay-

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include a number of joint ventures with foreign partners the market there has been in Egypt in the \$140m.-\$170m. range; Kuwait, Libya and Tunisia in the \$50m.-\$100m. bracket; Syria, Jordan, Qatar the United Arab Emirates and Sudan at \$10m.-\$50m. each; and

Turkey and the two Yemens

below \$10m. According to one recent estimate direct premium payments in Saudi Arabia are now running at a level in excess of \$1bn. Saudi rivals, the equivalent of about \$300m., a surprisingly high figure in view of the Kingdom's small population and the taboo affecting insurance there—but not with the risks involved in its enormous and rapid development.

There has been an enormous expansion of business in Iran where the market was valued at \$367m. last year. In the 1971-76 period business grew at an average rate of over 50 per cent annually, with a staggering 100 per cent recorded in 1975, according to Mr. Javed Mansour, president of Bimeh Markazi, the big state-owned concern. But with the general slow-down the increase was down to 15 per cent last year and is expected to be in the same region in 1978.

As in other spheres of financial activity, Iran stands alone from the rest of the Arab world—and is also exceptional in respect of the premiums that have to be paid for cover against the hazard of earthquakes. In what has become a very tough and unprofitable market, Bimeh Markazi enjoys a predominant position, not the least from a compulsory 25 per cent re-insurance requirement

from the local companies which

are now 70 currently operating includ-

Before its civil war, the ever-increasing, the extent that Lebanon was the most vigorous centre for insurance in the companies, in the past almost region with no less than 72 companies operating, of which 16 were wholly owned by the Federal UAE legislation regulating insurance is planned but

on that account remains sub-

stantial.

Within the Arab world the it remains to be seen when and if it will come into effect.

Enjoying a quasi-monopoly at home, the Qatar Insurance Company has also undertaken underwriting commitments in the Eastern Province of Saudi Arabia. It also provided the full cover for the Umm Said NGL plant, placing the reinsurance in full in London. Yet the loss of \$75m. compares with a full premium domestic income in Qatar of less than \$15m.—highlighting the imbalance between locally generated funds and the enormous liabilities.

The Oman National Insurance Company is just starting operations and should be in a position to take on the Sultanate's direct risks but will also have to rely heavily for the indefinite future on international markets for reinsurance.

Saudi Arabia is in the anomalous position of not officially recognising the insurance business—on the religious grounds that usury is wrong and one cannot insure against the "will of Allah"—but still effectively constituting a free market and the biggest area of growth. The device used to overcome this inhibition is to establish locally incorporated agencies with local partners who are reckoned to retain something like two-thirds of total premium income. It is an arrangement which has tended to eliminate the intermediary role of the broker, which has been a matter of concern.

Notwithstanding the new found wealth of the oil producers, reliance on and collaboration on the international markets is as great as many contemplated.

Like the bankers, contractors, and other commercial brokers, insurance men flocked to the Middle East. For the brokers, the experience has been profitable enough in certain countries. The insurance companies and underwriters have found an alarming incidence of peak risks in a competitive and difficult market. It has certainly not proved to be the honeypot that

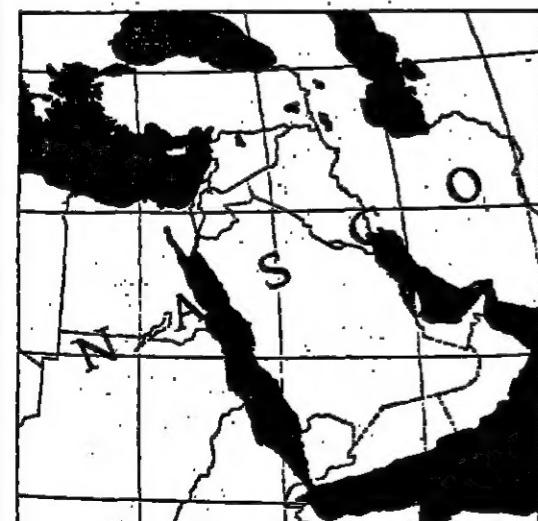
many—was the insurance market finding ways to tackle this responsibility.

On the Arab side, despite the wide disparity between markets, a surprising measure of cooperation has been established since the General Arab Insurance Federation was established in 1964. Five pools have been formed and collective arrangements to underwrite big pan-Arab projects like the ASRY drydock in Bahrain. But many of the 80 or so established Arab insurance companies do not participate in the pools. Indigenous reinsurance capacity remains very limited especially in comparison with the high incidence of peak risks and low rate of locally generated premium income.

Notwithstanding the new found wealth of the oil producers, reliance on and collaboration on the international markets is as great as many contemplated.

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MIDDLE EAST INSURANCE II

Many hazards for contractors

THE INCREASED oil revenues in the Middle East have enabled those countries concerned to place with a local insurer. It is doubtful whether the local tract. Brokers are in a position to deal with all aspects of insurance industry can provide to meet the demand for massive construction work on a scale rarely seen elsewhere as the oil producers endeavour to industrialise.

This came at a time when construction companies were seeking work, so there was intense competition for the projects being put up for tender. The countries concerned have in general not hesitated to use this buyer's market to impose very harsh terms in their contracts, ostensibly to safeguard their interests, tough terms which include demands for unconditional guarantees, the continuance of fixed-price contracts and the sensitive area of performance bonds.

The contractor has to tie up a considerable amount of his assets in the project, should he be successful in his bid, so failure to fulfil the contract and the calling in of a guarantee or bond can spell financial trouble for him. Insurance is very necessary for contractors operating in the Middle East and a new chapter is being written on Construction "All Risks" (CAR) insurance based on the experiences of insurers in the region. The contractor needs to build his insurance costs into his tender, therefore it is necessary that insurers become involved at the outset.

This can raise difficulties where insurance has to be brokered at the outset when contracts on ambitious and comprehensive national development plans. There has been a complete cover or meet the contractor's individual requirements. He will need to ascertain the reinsurance arrangements of the local insurance company and seek their involvement early in order to cover any gaps in local insurance arrangements.

Similar considerations apply where the Middle East country as employer provides the insurance. The contractor has to be aware of the shortfalls in his cover and either carry it himself or arrange a "differences in conditions" policy. This is not a satisfactory arrangement either from a cost viewpoint—the combined premium is higher—or from the claims settlement side where two different insurers could be involved. But that the region is largely desert

it is a fact of life when operating in certain areas of the Middle East.

Projects

Contractors usually have their own insurance departments which are used to arrange insurance on projects. Getting involved in the Middle East has been an enlightening experience for them. More and more contractors are using the services of an international insurance broker who is familiar with both CAR insurance, the local insurance set-up, and has access to international reinsurance mar-

These can cause considerable damage inland, but even more than much of the operation is not under his control. Shortage of local labour and delays by contractors responsible for up to ten years after the contract has been completed. Furthermore, one state to state basis. Nevertheless, the Export Credit and Guarantee Department offers a reasonable default on the part of the contractors to cover a risk that is once it is now offering an alternative, the Supplier Default Bond. This is a combination of credit insurance and guarantee underwriting procedures. It aims to protect the buyer of a contractor's services against all

U.K. construction companies are having to battle under very stiff conditions for contracts against companies from a variety of countries. The U.K. insurance broker, on the other hand, stands supreme in arranging CAR insurance and is usually involved in arranging insurance on Middle East projects, irrespective of the country of origin of the contractor.

Next, underwriters have found that there are very different operating conditions in the Middle East, which make the combined premium is higher—*or from the claims settlement side where two different* problem. Every schoolboy knows that the region is largely desert with an annual rainfall of less than 10 inches. What was not appreciated was that this rainfall tends to come in one heavy downpour, known as a "flash flood." A single heavy fall can do more damage than ten times the rainfall spread evenly.

Its significance was not appreciated until people began to find out the hard way, incurring severe losses. The necessary statistics were just not available so underwriters could not assess the frequency of occurrence of "flash floods."

The other natural hazard of high standard so that a call is made under the contract, which underwriters took insufficient account was high winds. But local conditions and the use

of sub-contractors may ensure deficiency on the part of the insurers to cover a risk that is once it is now offering an alternative, the Supplier Default Bond. This is a combination of credit insurance and guarantee underwriting procedures. It aims to protect the buyer of a contractor's services against all

made in the U.K. court by type of insurance against unfair contractors to hold up banks calls, as well as providing a tract, but not leave the contractor open to unfair calls on

bonds—the Harbottle case and its alleged riches, have not only cut their margins to the bone, but have operated on inadequate premium rates. The position is being resolved, but it has also underlined the need for prudence when operating in

experience in the Middle East relates to the provision of guarantees and performance bonds. This is a normal business procedure and relates primarily to banking and credit operations. Yet the insurance industry is becoming more involved since the size of guarantees and bonds is such that a call on them can spell trouble for the contractor.

The contractor should ensure that his own work under his own control is of sufficiently

THE IDEA that the suddenly long relatively few large potential catastrophe risks, virtually losses); and fires in the Abqaiq and governments would prove unbacked by the bread-and-butter income which insurers in Saudi Arabia in May (up to

to be among the best and least troublesome insurance risks the industrial countries earn from

world market had yet entered their wide spread of routine low-risk business.

The difficulties facing Middle East national insurers attempting to follow the Arab policy of maximum premium retention too literally and too quickly is dramatised by the Umm Said loss. The potential claim here was at least six times the total 1976 premium income (\$11.6m.) of Qatar's infant direct insurance industry.

Catastrophe risks and claims relating to the Arab world, Iraq, Iran and combination of free-spending Saudi Arabia had developed oil states, rapidly building up large-scale oil production by huge capital assets, good the 1940s (as virtually their weather and—at least away only indigenous industry) and from the Arab-Israeli war zones the then foreign operators—political stability, proved would have been accustomed to irresistible to all too many dealing with occasional fire and blow-out losses. This was mainly through recourse to their own overseas captives or self-insurance funds. Now, with the nationalisation of oil fields in most Middle East countries effectively completed, insurance professionals are insisting that oil risks be transferred mainly to national (or where they exist, nationalised) insurers.

For an important section of European continental company potentially large industrial risks, therefore, locally available capacity has actually been reduced. (In any case, the oil companies' captives do not cover risks on assets which they no longer control.)

Beyond oil, the Middle East insurance markets are now at the stage where the biggest business and the biggest potential losses are not yet in the obvious—direct fire-property branches but in what amounts to development-risk insurance—contractors' all-risks (CAR) and engineering covers for plant, buildings, ports and infrastructure in course of construction, as well as workers' compensation and other liability business. (CAR problems are dealt with elsewhere in this survey). But the big operating risks and the need for cover of large installations when fully in use are now emerging. Three major disasters in the Middle East over the past 18 months have given a dramatic warning of the problems insurers face in handling jumbo risks.

These were the fires at the Julfa Customs warehouses on the Iran-Soviet border in August 1976, where the Iranian State insurer Bimeh Iran, backed by London reinsurers, probably absorbed most of the estimated \$175m. of buildings and cargo losses; the devastating explosion of the gas liquefaction plant at Umm Said in Qatar in 1977 (about \$75m. of pending special arrangements for adequate direct cover such as Potential Maximum Loss rating, the introduction of limits per occurrence and layering). Also in direct business, permanent or temporary co-insurance consortia of local underwriters have been set up to cover such projects as the Bahrain drydock and the new Arab tanker and dry cargo fleet.

In the reinsurance field, attempts to retain premium in the Arab world and to spread risks regionally are so far meeting with less success. Besides some six national professional reinsurers in various

countries, there are two regional reinsurance companies set up under GAIF auspices, the Arab Re and the Arab Union Re; and five specialised reinsurance pools each managed by a national company—aviation (Egypt), engineering (Iraq), fire (Tunisia), marine cargo (Kuwait), and marine hull (Morocco).

The difficulty with the pools has been in persuading national companies to participate.

and sympathises with the aspirations of Middle East governments and the General Arab Insurance Federation to create and develop a strong, efficient regional industry and market, capable of dealing with large catastrophe risks as well as run-of-the-mill "tariff" business.

For their part, the GAIF and national companies increasingly understand that the way towards this ultimate objective

is a combination of inter-Arab co-operation and collaboration with the international market on properly rated reinsurance and co-insurance as well as insurance technical training.

In rating, accepting and then if need be paying out on large reinsured risks, both foreign and local insurers now appear to accept that neither aggressive competition nor cut-price covers will pay dividends in the longer term.

At the recent Arab insurance conference in London, Dr. Mustafa Rejab, vice president of the GAIF and chief executive of Arab Re, described how the Arab market was developing a growing number of methods for utilising the potential of Arab insurers before having recourse to foreign reinsurance. These included, however, London reinsurers are certainly not complacent about the problems involved. Underwriters in London (and in New York, Munich and Zurich, where Middle-East treaties arrangements also exist) are currently emphasising the need for an adequate reinsurance premium income from Middle East treaties and at the same time more prudent use of by-treaty of Arab insurers before treating some Arab companies, particularly the newer ones.

J. J. Pryor

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MIDDLE EAST INSURANCE III

Reinsurance facilities essential

INSURANCE CANNOT operate, except on a small scale, without adequate reinsurance facilities. This is axiomatic in the insurance world. The insurer needs an adequate portfolio of projects, representing insurance losses so that he can spread his risks—but that, in itself is not enough. He needs to achieve even greater spread by insuring in sufficient quantity for reinsurance facilities. It is known in insurance that a balanced portfolio spread in the region as providing additional security on a world-wide basis is paramount.

The risks to be insured in the Middle East are massive—oil installations, petro-chemical and other industrial complexes, harbour and other construction projects, representing insurance losses in hundreds of millions of dollars. But the normal “bread and butter” risks are not available.

For the Arab insurance industry to operate efficiently.

The need for reinsurance facilities has been highlighted by the explosion at the Umm Sa'ed gas liquification plant at Qatar. The cost of this disaster is put at some \$75m—six times the total annual insurance premiums in Qatar.

The problem facing Arab insurers has been to decide how much business should be retained by the local insurance industry and where reinsurance should be placed. There is always the desire to retain as much of the premium as possible within the country, partly for pure nationalist reasons and partly to avoid an outflow of currency abroad. But Arab insurers have appreciated that too high a level of retention cause

fluctuations in experience which objectives behind the formation of can jeopardise solvency. They of the pools, First, they were pany, and understandably, the not been in line with original the risk. There have been other

have also accepted the need to design to share business managers of the pools are expectations Growth has been reinsurance companies formed

protect themselves against among member countries to spread over the region. Aviation comparatively slow for three with the objective of increasing

capacity of each was better utilised. The pools were intended to assist the overall

Arab insurance industry in keeping more business within

the region, in addition it was in

tended that they would restrict

the outflow of foreign exchange

which resulted from effecting

reinsurance outside the Arab

region. Finally, it was a big step

in promoting closer collabora-

tion between the various insur-

ance markets in the Arab world.

This has now resulted in the

establishment of various Arab

reinsurance companies—about

which more will be said later.

There were four primary

The management of each pool

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MIDDLE EAST INSURANCE: IV



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More measured pace in Iran

"SOONER OR later there will be a major earthquake in Tehran, and a lot of companies will go out of business," a leading insurance man commented the other day. In the past couple of years several companies, both Iranian and foreign joint-venture, have been running very close to the margin

The period since the oil price explosion of 1973-74 has been the most difficult for the industry in many years. The volume of business has shot up, particularly on the marine side. But, proportionately, claims have been higher. The basic inadequacy of the country's infrastructure—whether it be port congestion or the lack of fire-fighting facilities—and too low premiums have been the despair of those foreign insur-

The market as a whole was worth some \$367m. last year,

and the industry is looking for

a volume increase of about 15

per cent. this year compared

with last year's 14 per cent. growth. Iran's economy is just beginning to climb out of what one foreign expert has described as "the nearest an oil producer can get to a recession" and as it picks up the insurance industry is expected to go with

As a whole Iran remains vastly underinsured, both in private and commercial life. Despite a rapid diversification into new areas over the past three years, the marine sector

still dominates the industry. Vehicle insurance is taking a 54 per cent. share last year, and it will continue to be where in the world, but

very important in the coming nowhere more so than in Iran, rapidly to 30 per cent. and fire, horrifically high, and the

mainly industrial, another 22 capital has the highest incidence

has, in its own way, been unattractive.

Marine losses were very high in 1975 and 1976, partly because of congestion at all Iran's entry points, by land and sea, and partly because of two disastrous fires. The one at Khorramshahr on the Gulf in July, 1975, resulted in \$75m.-\$80m. losses.

Claims arising from the blaze at Julfa customs area on the land border with the Soviet Union, are put at \$170m. The market is still digesting these two losses which seriously affected the balance-sheets of several companies.

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Bimeh Tehran. The newest is Bimeh Tehran. The newest is part of Sharq—a venture which will give the local firm much needed expertise.

All the companies compete in all the major areas of business,

Meanwhile, the industrial fire sector has caused losses for some companies. A senior executive of a joint-venture insurance company explained despondently how in the first four months of this financial year, two fires alone, in Qazvin, had cost his company \$3.25m., or three-quarters of the available premium income.

Lack of water, fire safety measures and public fire-fighting services is a major worry for insurers who can only see the problem getting worse as sectors and it will take some time to educate the public to their virtues. Perhaps the most significant new phenomenon in what is still basically an underdeveloped market has been the arrival of the top European broking firms, Clarksons came first four years ago, and there are now 26 registered companies. Gradually the brokers will erode away the old, unhealthy personal relationships that the established insurance companies have with their clients in Iran—thus providing better service.

Growth

The Iranian authorities are keen to encourage the growth of a local reinsurance market. At the moment nearly all the reinsurance is placed in Europe, with a small amount in the Far East, the U.S. and locally. As the size of the risks have grown, so naturally has the reinsurance business.

For the moment the focus of attention for the industry as a whole is on the government to see if it will respond to the difficulties most companies are facing. After a period of rapid growth it is settling down to a more manageable pace; and one that ought to bring a more professional approach to what has until recently been a badly managed industry. Realising only a fraction of its potential, "insurance in Iran is still 15 years behind banking" a foreign insurance executive commented—and that says a lot.

Andrew Whitley
Telex Correspondent

Arab insurers—an education trainees in the U.K., France and training. There is a long history and tradition going back over 100 years of general education between the Arab countries and the West, especially in U.K., France and the U.S.

This training can take many forms. There is a course for overseas students explaining how the unique world-famous insurance institution—Lloyd's of London—functions. Insurance companies and brokers alike have trainees working in their London offices alongside regular employees. Some of these training periods can be as long as two years. It is not easy to explain 300 years of development in a month.

This provision of education and training is possibly the most useful and abiding method by which the international market can contribute to the growth of Arab insurance. The third ingredient for a successful insurance operation is trust between all parties concerned in the transaction. These training facilities can do much to promote trust and confidence between Arab insurers and those outside the Middle East—a factor that must help in the future worldwide growth of insurance.

E.S.

Insurance is an oddly structured industry in Iran. With Bimeh Iran, two other large companies—Melli, owned by the Pahlavi Foundation, and Alborz/Yorkshire (of the General Accident group)—have about 90 per cent. of the premium lead. The other big British firms are represented through the Royal in a joint venture known as Bimeh Hafez and Commercial Union, with Bimeh Dana. The American International Underwriters Group (AIG) has a 35 per cent. share in the Iran-American company, while French and German interests are represented in

Iran.

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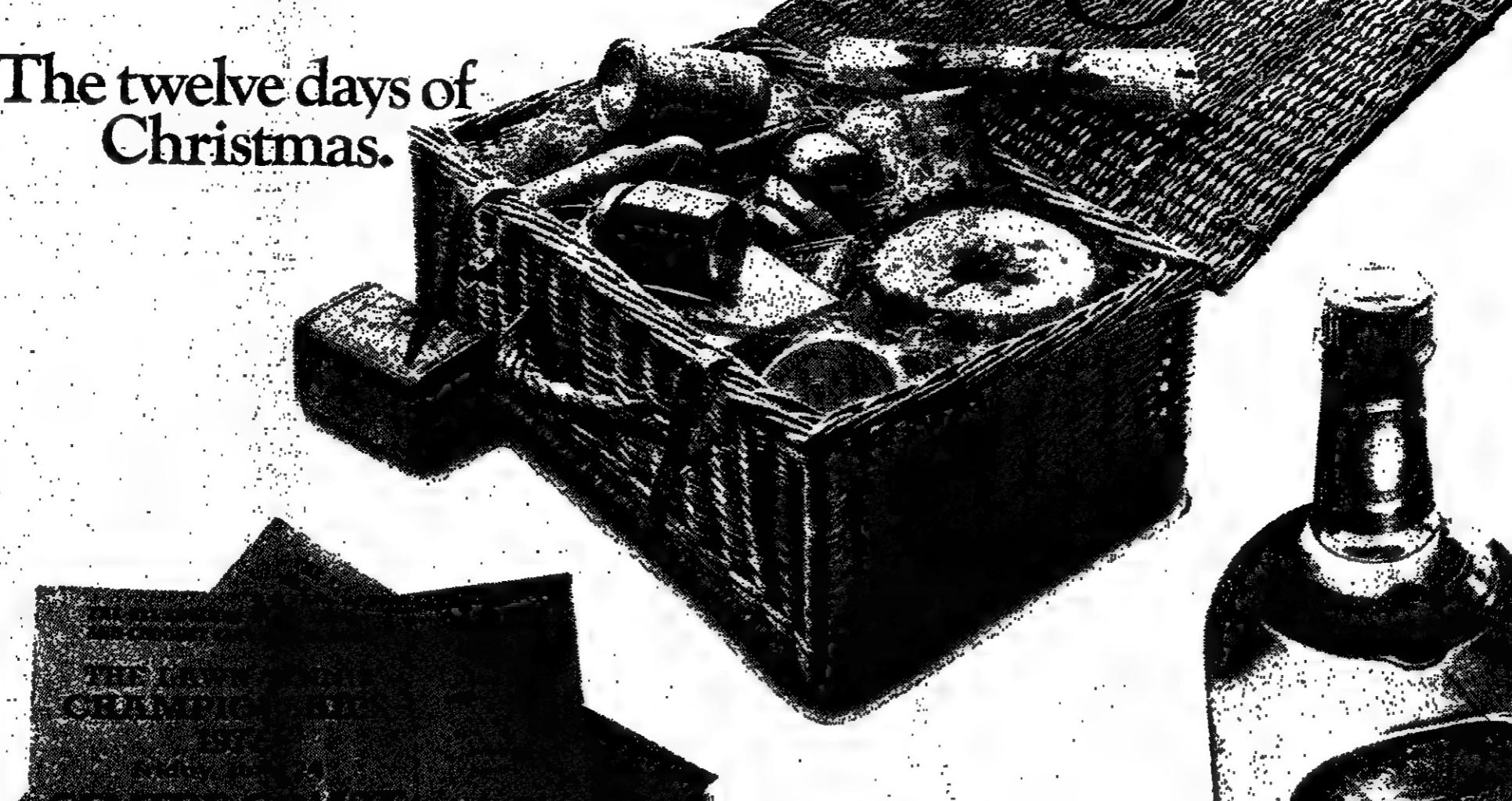
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PARLIAMENT AND POLITICS

Tory MP wins vote on picketing curbs

BY JOHN HUNT, PARLIAMENTARY CORRESPONDENT

TO THE ACUTE embarrassment of the Government a Tory back-bencher, Mr. Nicholas Ridley, was resigned to the fact that it has little chance of wear arm bands. Their numbers would be limited to 10 or 12 at each factory gate.

In support of his case, Mr. Ridley quoted the words of Lord Birkenhead on picketing in 1906, when he had asked: "If peaceful persuasion is the real object, why are 100 men necessary to do it?"

Opposing the Bill, Mr. Park described it as a "bubble-and-

He explained that under its terms, pickets would give the police their names and would be authorised and identified by the trade unions concerned and would be separate to those who wished to demonstrate in support of a strike.

To add to the discomfiture of the Government, Mr. Ridley argued that it was a non-controversial Bill because it was based on words used by Mr. James Callaghan, Prime Minister, when the Grunwick row surfaced in the Commons in June.

The Tory MP recalled that Mr. Callaghan had told the Commons that legitimate pickets should be properly identified at Grunwick and that those who wished to demonstrate in support should be separately organised.

He thought Mr. Ridley's reforms had opened up a number of serious objections. They were one-sided and did not take account of the difficulties facing pickets. The Bill did not deal with the methods adopted by newly formed police groups in dealing with mass picketing. On occasions, these methods had amounted to provocation.

Mr. Park suspected that Mr. Ridley's Bill and the wide support it received from the Tory Party was an indication of the new, tougher line of the Conservatives towards the trade union movement.

Mr. Ridley said he hoped to put Mr. Callaghan's name on the Bill as one of its sponsors.

Think Tank report criticised by two former Foreign Secretaries

FINANCIAL TIMES REPORTER

LORD HOME and Lord George-Brown, both former Foreign Secretaries, yesterday pored over the Government Think Tank's report on British overseas representation.

Lord George-Brown said the report would have been "better if not provided" and Lord Home stood by his description of the review as "introspective and a charter for pessimism and defeatism."

They were answering questions before the Commons sub-committee examining the recommendations of the Central Policy Review Staff's report.

Lord Home said that Britain had considerable influence which it could still wield in the world and this depended, in part, on the quality of representation abroad. "We ought to spare as much money as we can get to the best men in the right places," he said.

"I don't want to see the Diplomatic Service cut down further than it is now. On the whole, I should be inclined to expand it."

Lord George-Brown was asked how he would have treated the report if he were still Foreign Secretary. He replied: "I regard this as an addition to the brief which would have been better not provided and I would have placed it in the appropriate recycle bin."

He felt the CPRS had set about its inquiry with many prejudices. The report they had produced

This is the normal fate of 10-minute Bills and last night

the fact that it has little chance of

being aired again. Nevertheless,

he was perfectly content to have

and to prevent the occurrence of

violent scenes like those which took place outside the Grunwick plant.

The measure, the Picketing (Registration and Control) Bill, would give the Home Secretary power to restrict picketing to a limited number of people who would be authorised and identified by the trade unions concerned and would be separate to those who wished to demonstrate in support of a strike.

To add to the discomfiture of the Government, Mr. Ridley argued that it was a non-controversial Bill because it was based on words used by Mr. James Callaghan, Prime Minister, when the Grunwick row surfaced in the Commons in June.

The Tory MP recalled that Mr. Callaghan had told the Commons that legitimate pickets should be properly identified at Grunwick and that those who wished to demonstrate in support should be separately organised.

He thought Mr. Ridley's reforms had opened up a number of serious objections. They were one-sided and did not take account of the difficulties facing pickets. The Bill did not deal with the methods adopted by newly formed police groups in dealing with mass picketing. On occasions, these methods had amounted to provocation.

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Ethiopia warned by Owen

By Ivor Owen, Parliamentary Staff

FEARS THAT a major conflict could develop between East and West in the Horn of Africa were expressed in the Commons yesterday when Dr. David Owen, the Foreign Secretary, was questioned about Somalia's request for arms supplies from Britain and the United States.

In support of his case, Mr. Ridley quoted the words of Lord Birkenhead on picketing in 1906, when he had asked: "If peaceful persuasion is the real object, why are 100 men necessary to do it?"

He made it clear that intense diplomatic activity was under way, aimed at securing broad-based support for action through the UN Security Council to prevent an invasion of Somalia by the Russian- and Cuban-backed Ethiopian forces.

He reminded MPs that Mr. Booth, Employment Secretary, was already in consultation with interested parties to see if some alternative to picketing could be arrived at which would command general support.

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LABOUR NEWS

g duties Heating groups fall in with pay guidelines

BY PAULINE CLARK, LABOUR STAFF

GOVERNMENT sanctions against several heat and ventilation companies have forced the companies to accept a pay deal to some 10 per cent guidelines.

Action by Government purchasing department against the heating and ventilating industry is believed to be only the second case of Government sanctions being applied to companies which have overstepped the pay policy.

The first case was last September when James Mackie and Sons, the Belfast engineering company, forfeited its export credit guarantee because it refused to withdraw a 22.23 per cent wage rise for its 4,000 workers.

Indications

The Heating and Ventilating Contractors' Association yesterday announced a renegotiated settlement to give an increase of "marginally under" 10 per cent on overall earnings. It said that employers had no option but to revise the deal because Government purchasers last November had "started to use discretionary powers on whether to place contracts."

New farmworkers' leader elected in 47% poll

BY PHILIP BASSETT, LABOUR STAFF

MR JACK BODDY, a former farm worker, was elected president of the National Union of Agricultural and Allied Workers yesterday.

He replaces Mr Reg Bottini, who is retiring for medical reasons after eight years in the

district secretariat for West Norfolk, received 31.4 per cent of the vote in a ballot in which 46.8 per cent of members participated.

His election came as clerical staff at the union's head office threatened to strike over a pay claim they say has been ignored.

Mr Chris Kaufman, chairman of the agricultural workers' union branch of the Association of Professional, Executive, Clerical and Computer Staff, said yesterday that unless 40 clerical workers in the farm workers' union's head office got an assurance by mid-day today on the opening of negotiations on their pay claim—due on January 1—the staff would walk out until at least Friday.

Winders halt pits

A second Yorkshire colliery, Ledstone Luck, was stopped by an unofficial 24-hour strike of six winders over incentive pay levels. The first was Park Hill,

Du Pont will recognise ASTMS

By Our Labour Staff

THE ASSOCIATION OF SCIENTIFIC, TECHNICAL AND MANAGERIAL STAFFS has achieved recognition in DuPont, after a prolonged struggle in which the union accused the multi-national chemical company of being "the most anti-union in the world."

The new deal replaces an earlier agreement which would have added 12.56 per cent to the wage bill and, would have given some 500 increases of up to 1 per cent.

The employers have been anxious to rectify a 22 per cent discrepancy between wages paid in filters and to building craftsmen. The new deal will reduce this gap to 12 per cent only temporarily and the employers believe it could lead to an increasing shortage of skilled filter workers.

"We have been leaving to become postmen and milkmen and all manner of other occupations."

They claim that the nature of the work is too complex for application of self-financing productivity deal, while longer term contracts would make any other kind of bonus scheme against the best interests of the industry.

This led to ASTMS withdrawing the suggestion of a ballot, but it was eventually agreed that the Northern Ireland Labour Relations Agency should organise a ballot following a promise of co-operation from the company.

Mr Roger Lyons, the union's national officer for the industry, yesterday hailed the agreement as "a breakthrough" in what he described as a worldwide organising drive in DuPont which is being organised by the International Chemical Workers Federation.

Civil servants to press for more than 10%

By Philip Bassett, Labour Staff

Nearly 1,000 Yorkshire miners have been made idle. Winders raise and lower cages (lifts) carrying men, coal, and machinery.

Under area incentives schemes they stand to receive only 40 per cent of the pay of face and development workers.

Swan Hunter hope

Swan Hunter boilermakers in the Tyne will not, after all, end their job flexibility agreement to-day in the row with outfitters over pay differentials.

Shop stewards have agreed to stop working half-time until at least Monday. If talks to-morrow with executives of British Shipbuilders make progress on the Swan Hunter pay tangle, the action may be dropped altogether.

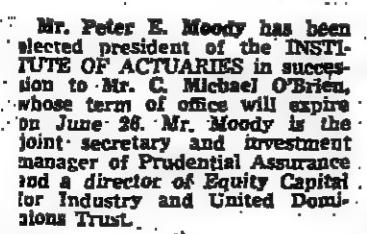
Row hits docks

London's three enclosed docks were disrupted by 2,000 dockers in the National Amalgamated Stewards and Dockers, who are in dispute over a pay offer refused to work within the existing shift system.

Management declined to "book in" the men for work, but most dockers in the Transport and General Workers' Union, who have accepted the pay offer, worked normally.

APPOINTMENTS

Actuaries Institute president



Mr. Peter E. Moody has been elected president of the INSTITUTE OF ACTUARIES in succession to Mr. C. Michael O'Brien, whose term of office will expire on June 28. Mr. Moody is the joint secretary and financial manager of Prudential Assurance and a director of Equity Capital for Industry and United Dominions Trust.

* Mr. Arthur A. George has relinquished the position of joint managing director of LITTLEWOODS POOLS and has been appointed joint vice-chairman. Mr. Neil D. Foster, at present joint managing director, becomes sole managing director, and Mr. Malcolm A. Dickson has been made a director.

* Mr. Alan Reid has been appointed a director of SCRUTTONS. The main Board of the Scrutons Group. He will continue as managing director of Victoria Deep Water Terminal.

* Mr. Peter A. N. Carne has been appointed group marketing director of LUXFER HOLDINGS and Mr. Alan A. Maitland has become director of sales, Pacific region.

* Mr. K. G. Room has been appointed general managing and financial director; Mr. T. A. Abernethy, financial director and managing secretary; Mr. E. G. Duggan, manufacturing director on the Board of THORN RADIO VALVES AND TUBES. The parent concern is Thorn Electrical Industries.

* Mr. J. Chard has been appointed a director and production manager of Burgess Architectural Products. Mr. E. H. Webster has become a director and production administrative manager of Burgess Products Company and Mr. R. E. Clarke has been made a director and engineering manager (design and development) of that concern. BUNGEES PRODUCTS COMPANY (HOLDINGS) is the parent.

* MORGAN GUARANTY TRUST COMPANY OF NEW YORK is to make the following changes from March 15. Mr. John W. Lepesky, vice-president and assistant general manager, will be general manager of London offices. Mr. Robert G. Engel, as the senior vice-president in charge of the bank's business and investments

director of the Newell Dumford Engineering Group, of which Robey is a member.

* Mr. Arthur McCarter has joined FOOD BROKERS as marketing director and a member of the Board of Food Brokers Marketing and Consultancy. For the last four years he has been with Unilever.

* Mr. Clive Nottingham has been appointed managing director of CONTROL TECHNOLOGY.

* Mr. N. G. Prowse has been appointed a director of ROBERT FLEMING INVESTMENT MANAGEMENT.

* Mr. C. L. Towers and Mr. J. D. Arpel have been appointed assistant directors of FRITZELL INTERNATIONAL.

* Mr. Bryan Quilter, managing director of Granada TV Rentals, has been elected to succeed Mr. David Hurley as chairman of the Council of the NATIONAL TELEVISION RENTAL ASSOCIATION. Mr. Hurley remains a member of the Council. Mr. Ronald Weston, managing director of British Relay, replaces Mr. Quilter as deputy chairman of the Council.

* Mr. Peter Phillips has joined the London office of CROCKER BANK as vice-president in charge of merchant banking in Europe, the Middle East and Africa. He was previously an assistant director of Morgan Grenfell International in London and in Germany.

* Mr. Ian Marks and Mr. Peter Rold have been appointed to the Board of RESEARCH SURVEYS OF GREAT BRITAIN and Mr. Len Whyte has been made an associate director.

* The Secretary for Energy has appointed Mrs. Naomi E. S. Healeys the new chairman of the National Gas Consumers' Council, as a member of the ENERGY COMMISSION. She succeeds the former chairman of the NGCC, Baroness Macleod of Borve.

* Mr. N. G. Bell is to become managing director of ROBIE OF LINCOLN from February 1 in place of Mr. P. C. H. Lightfoot, who remains on the Board. Mr. G. Marsh, previously production director, will be engineering control manager. Mr. Lightfoot is financial manager.

Steel unions' merger ballot called off

By CHRISTIAN TYLER, LABOUR EDITOR

PROTRACTED merger talks between the biggest steel union, decided as long ago as last June, the Iron and Steel Trades Confederation, and the smaller Steel Industry Management Association, had the idea had a poor reception from members.

They earn between £3,000 and £11,000 a year as BSC employees.

The news is a considerable blow to the hopes of BSC and fear loss of identity if the leaders of the two unions merged with the ISTC's white-collar section.

NATIONALISED industries select.

SIMA originally wanted to

join the TUC in its own right, but since 1969 it has been, it says, "prohibited" by a decision of the TUC general council.

Mr. Robert Muir, SIMA general

secretary, has written to Mr. Bill

Sims of the ISTC, saying that a

urged links with the National

Union of Blastfurnace workers,

the third steel industry union. In

spite of approaches by the ISTC,

against any pay-bumping by the

tanker drivers. Instead it has

fallen back on attaching the nuts

and bolts in an emergency con-

tract.

Some Government advisers

see it as little, if no

scope, for rail-hauled oil plug-

ging the gap. For one thing, the

few large industries which are

geared up to rail-moved oil

now do so.

For another, the companies

doubt whether any oil could be

moved by rail during a national

drivers' strike.

OIL pay row may stop the wheels turning

BY NICK GARNETT, LABOUR STAFF

STRIKE THREAT TO PETROL SUPPLIES

Oil pay row may stop the wheels turning

By NICK GARNETT, LABOUR STAFF

SHELL management and shop stewards are meeting Department of Employment officials to

In the middle of 1974, Mr. Michael Foot, then Employment Secretary, helped the companies capacity if only a ban on overtime meetings involving all the oil companies aimed at settling a large pay deal for time and rest day working is introduced.

With petrol stations usually holding no more than five days

petrol supply at any time the oil companies believe that in the case of a national strike severe shortages would start occurring within three days, coupled with the rapid shutdown of industry and transport.

They also see little, if no scope, for rail-hauled oil plugging the gap. For one thing, the few large industries which are geared up to rail-moved oil

now do so.

For another, the companies doubt whether any oil could be moved by rail during a national drivers' strike.

NEWS ANALYSIS

TANKER DRIVERS

Hardship

Perhaps a more cynical view expressed by some company officials is that the rail oil loading gear is not the most difficult of machinery to sabotage if the Government decided it could do nothing but send in troops to the depots.

In the meantime, while separate talks continue, Government advisers grapple with the problem of trying to prevent hardship among those sections of the population most susceptible to the effects of chronic fuel shortages in the event of a strike.

The companies are conscious that even restricted industrial action by what is a relatively small group, with only about 2,000 workers at the biggest com-

Unions to seek assurance from Varley on Leyland

By TERRY DODSWORTH AND ALAN PIKE

SENIOR union leaders representing Leyland Cars workers will meet Mr. Eric Varley, Industry Secretary, today to discuss the problems facing the company.

Union officials were hoping last night that the Prime Minister would join the talks, although there has not been an official side meeting with Mr. Callaghan.

Details of the LC10 project which have been given to trade union officials indicate that it will involve large-scale development of Cowley, including a new plant.

The decision to seek talks with the Government was taken after the unions saw Mr. Michael Edwards, chairman of British Leyland, on Monday.

There have been suggestions that Leyland might seek to license a car in this class possibly from Renault, the French car maker. But Leyland and Renault both said yesterday that they were concentrating on a system

of exchange of manufacturing licences for components under normal commercial conditions.

You can get a grant of up to 22% on the cost of new industrial building, plant and machinery

These incentives could transform your ideas about your own company's investment plans:

- * Capital grants of 20% or 22% for new buildings and, in many places, for new plant and machinery.
- * Loans on favourable terms or interest-relief grants.
- * Factories with rent-free periods, low rentals. Leases of 99-years can be purchased.
- * Removal grants.

These are available in the Areas for Expansion.

If you are a manufacturer considering expansion, you could gain from these incentives. Companies already in the Areas for Expansion and others expanding or moving into them should take advantage now of the help available.

In Northern Ireland selective capital grants up to 50% are obtainable.

Telephone one of our Industrial Expansion Teams today for further information or send in the coupon for our free booklet.

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Wales: Cardiff: 62131 (STD code 0222)

Northern Region: Tel: Newcastle upon Tyne 247222 (STD code 0632)

East Midlands: Tel: Nottingham 56181 (STD code 0602)

West Midlands: Birmingham: tel: 021-632 4111

Yorkshire & Humberside: Tel: Leeds 445171 (STD code 0532)

East Midlands: Tel: Nottingham 56181 (STD code 0602)

West Midlands: Birmingham: tel: 021-632 4111

South West: Tel: Plymouth 21891 (STD code 0752) or Bristol 291071

London & South East: London: tel: 01-605 2060 Ext 2221

Eastern Region: London: tel: 01-603 2070 Ext 359560

Northern Ireland: Tel: Belfast 54488 (STD code 0232) or London 01-493 0601

THE AREAS FOR EXPANSION

BOOKS

Time of insight

BY C. P. SNOW

Eyes, Etc by Eleanor Clark
Collins £4.50, 174 pages

Eleanor Clark has written distinguished books, notably *Rome and a Villa*. She is cultivated and highly educated, and it is easy to imagine her transposed to the 19th century and in the company of her countryman Henry James. She is married to Robert Penn Warren. Altogether, by birth, talent, character, she has had much enviable fortune in her life. Recently, in her fifties, she has had a stroke of fortune which no one could envy. She has been struck by glaucoma, which means not total blindness, but near enough. The condition is getting worse. She has lived very much by the eye. She has been a writer and even more a reader. She will not be able to read again.

Her new book is an account of how she is living through this fatality. Much of it is stark. As anyone who knows her would expect, she is taking it with hard stoicism. She has no use for, and will not accept, great comfort. Many people have had greater miseries than you, she hears an assembly of Job's friends saying. What conceivable help is that? In an extreme condition, and this is one, you live within it, and the thought of starving and dying millions doesn't enter.

The condition is with her all the minutes of her days, and she won't pretend otherwise. Not only is her sight going but so often is her spirit. Eye complaints, even those less irreversible than this, are not to be separated from depression. All the more so, when there is some that to be depressed about.

She reflects about what she has enjoyed and people she has known. Before this distress, she didn't like a good deal of what day to day. Multiple sclerosis is to think.

was happening to her world, the contemporary western world, her privileged slice of it, soft, indulged, looking for an alternative life-style (on which she is savagely funny). Now she regards all that as a joke at the end of the book that her sight is dimmer than at the beginning.

Otherwise, neither she nor anyone else could have much to say. Sight is failing, and won't get better. Drifting into growing hopelessness. Never able to read again. Defiant rage against one's luck. Refusal to soften it. That is about all there is, and like some of the grimmer human emotions, it is not communicable. It continues. One knows it only when one has to go on suffering.

The second reason for the book not being entirely successful is the curious idiom in which Eleanor Clark writes it. Once upon a time, cultured persons like herself might be crude in manners and speech. But they then put on their best Augustan dress, when they sat down to write. Now they tend to do the exact reverse. They are completely civilised, articulate, and well-mannered when they speak. When they write, they put on a new kind of fancy dress, as much unlike Augustan as they can think up.

They seem to have their own idea—which incidentally they get quite wrong—of the language of the knockout proletarian young. On paper, the cultivated suddenly become at the same time facetious and pseudo-rough. Too often for truth. Eleanor Clark does precisely that. It is maddening, for when she is so close to the truth, as in the description of her existence as a 20-year-old in New York, one sees how well and strongly she can write. If only she would discard a verbal usage which would be impossible for anyone to speak, and is impossible in which

she has shown great resources of personality, and has needed them. It is disagreeable to have to say that as a whole the book is not as effective as one would like it to be. Perhaps for two reasons. One is that the condition itself is monotonous; she hasn't a story to tell of a disease progressing and changing from

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Technical Page

EDITED BY ARTHUR BENNETT AND TED SCHOUTERS

■ SOFTWARE

Product for U.S. markets

RECENT MOVES by Insaac, the top of that, the people it seeks are most difficult to find and tend to boost U.K. software sales abroad, to appoint as consultants to the company. Sam Fedida, inventor of the PO View data system, have set a number of software houses wondering.

The appointment has been made to help Insaac develop its strategies and plans for entering the worldwide information systems market. The inference is that Insaac has bigger fish to fry than the interests of most software companies now operating in the U.K.

It is no secret that John Pearce, Insaac's managing director has long taken the view that for success Insaac would have to break into the U.S. market in a substantial way, for this is where the future lie. Once a product is established in the U.S., not only will its sales elsewhere be relatively easier, but also because of time lags in normal computing development there already exists here will need to be further developed, enhanced, and properly packaged for the U.S. market. It follows that Insaac may well have to make substantial use of its funding provisions to enable members to have the people in place and export the products to offer. But Insaac So far as Viewdata is concerned it seems that the PO sale is nowhere up to strength. On

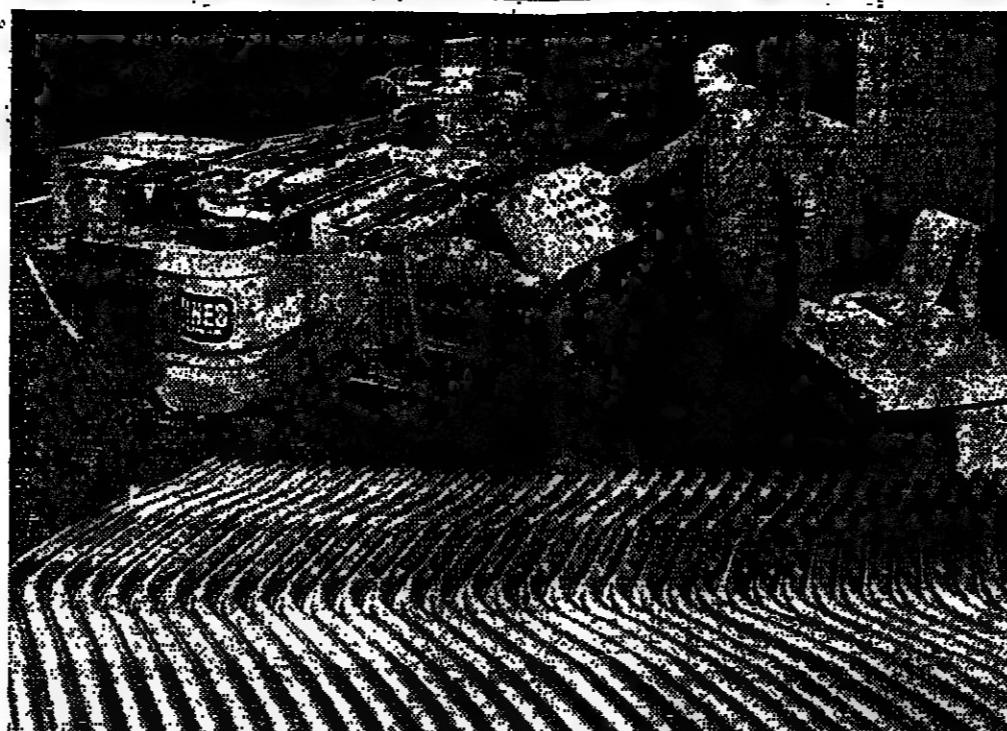
Industry sources indicate that Insaac seems to have come to the initial conclusion that much of the available product, which already exists here will need to be further developed, enhanced, and properly packaged for the U.S. market. It follows that

This seems to be a general policy approach that the NEB has accepted.

However, a policy depends for its implementation and success on

the products to offer. But Insaac

So far as Viewdata is concerned it seems that the PO sale is



This £60,000 high-speed computer-controlled tube bending machine has been installed by TI Tube products at its Oldbury, West Midlands plant. The machine can achieve about 1,000 bends an hour and can manipulate

tube with outside diameters ranging from 1½ to 2½ inches and lengths up to 12 feet. Car exhaust pipes formed on the machine can be seen in the foreground.

of Viewdata software to the West German Bundespost was so handled that three years after the contract signing date, the Inventing Viewdata. Mr. Fedida made practicable a whole new range of systems based on computers and microprocessors for communications and the "closed user group" system. There are now only two clear years ahead without competition. It seems likely that Mr. Fedida is being brought into information used.

American terms, and that some keting men would make. The question is, however, what Insaac initiative in this area is to be expected. On the basis of the skills available to Insaac members, one would expect them to market the system and software to a wide range of users, including telecommunications and the phone, the TV receiver, and the "closed user group" systems aimed at companies and sectors of society in which much higher prices can be paid for the information used.

WORK ON heat exchanger sys gives the team the right kind of tems running on fluids have

than water, in progress under the aegis of Dr. Ian Smith, Mechanical Engineering Department, City University for the past seven years, dovetails neatly into the project for low grade heat recovery first reported on Technical Page on January 11.

The project—TIGER (for turbine induction generator re-

covery) is aimed at recovering

a large proportion of the energy

wasted in the form of low-grade

heat by industry.

This has been estimated at

some 20 per cent of the energy

absorbed by industry, itself

representing some 40 per cent of

the nation's primary energy con-

servation and while the ultimate

saving possible must of necessity

be a guessimate, a figure of

some £100m at the least in terms

of energy saving each year has

been suggested.

Dr. Smith's work, financed by Shell International Marine, will

be completed by about the end

of this year, providing design

data for specialist heat ex-

changers and thus cost estimates

of very great value in determin-

ing the economic viability of the

TIGER system.

To try out various arrays of en-

gines and pumps, the develop-

ment team is using a "vertical

laboratory" housed in an unused

lift shaft which, providentially

is maintained at near constant value over the

whole speed range of any given

size of chuck. Now the only

factor limiting the maximum

operating speed is the strength of

the component parts of the

chuck.

First of the new chucks has a

diameter of 270mm, and a maxi-

mum speed of 5,000 rpm—other

sizes are being developed.

More from the makers at Park

Works, Lister Lane, Halifax (0422 88371).

The big news in engineering

NFI
incorporating
CLARKE CHAPMAN and
REYROLLE PARSONS

• ENERGY

Tiger project aimed at saving £100m.

IMPROVEMENTS IN the design and materials for lathe cutting tools has enabled higher spindle speeds and powers to be applied but the higher speeds have resulted in chuck problems as the increase in centrifugal force tends to make the jaws lose their grip.

Pratt Burnard International, also essential in the City has designed a chuck which it is claimed, uses the centrifugal forces generated at high rpm in equipment and the overall cost achieved constant gripping power of the prime mover. Part of this results of a market study being carried out at Brunel which will look at how heat is being wasted and by whom so as to draw up results for a plant most likely to be in demand.

Brunel will also provide vital design details of the electronic control equipment required.

Oxford is studying the modified turbine system and Bradford University will build the high speed generator with the assistance of industry.

• TELEVISION

Low light camera

ONE OF the most sensitive low-light television cameras available, the Nightguard, is able to control range of 600m to 1.5m, accept minor variations in over, unlike many low-light cameras, the Nightguard responds to the normal visible scene illumination, ranging from the equivalent of quarter moonlight up to brilliant sunlight without any manual adjustment.

Incorporating an advanced silicon intensified tube and with a choice of automatically controlled iris lenses having very high light gathering properties, this camera produces a high resolution picture signal of full coverage outdoor and indoor locations in all lighting conditions encountered throughout 24-hour operation. It is available with a range of fixed focal length lenses.

This last is particularly important in surveillance applications, and Nightguard cameras cover outdoor and indoor locations in all lighting conditions encountered throughout 24-hour operation. It is available with a range of fixed focal length lenses.

The Nightguard, however, employs electronic sensitivity control—obtained by varying the CVT 4GJ, 0208 21247.

FLUORESCENT TUBE lighting presence of the series capacitors from Osram-GEC will be

Both starting circuits switch off when the lamp is alight or play no part in normal running; Overall size and weight of the ballasts for other sizes becoming available by the end of the year.

Final stages of development of the electronic devices are now being completed, and comprise a choke coupled with a solid state circuit, all in one outer case. The combined unit gives the reliability and starting characteristics of a switchless start ballast, with losses lower than those normally associated with a switch start circuit.

Prices are said to be comparable with the switchless starter. For most of the year the whole of the output will be going into the company's own luminaire production, but it is expected that eventually the ballasts will be generally available on the market.

The 65W version uses semi-conductors in a patented circuit which enables pre-heat current to flow through the lamp cathodes, combined with controlled pulses across the lamp to obtain ignition. The circuit has been optimised for both functions together, which results in less end blackening of the tube when compared with existing glow switch operation.

The 125W version achieves the same results, but allows for the use of a switch.

By agreement between the Financial Times and the BBC, information from The Technical Page is available for use by the Corporation's External Services as source material for its overseas broadcasts.

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The Marketing Scene

The gloss and the structure

ANTONY THORNCROFT

bury is currently investing over £100,000 on the production of two new commercials for Milk Tray brand. It is quite prepared to pay a great deal for television because Milk Tray's continuing success is very important to the company. By the time it has bought TV and some time its commitment in promotional expenditure could be top film.

The fascinating fact is the connecting link between the sex films that will eventually appear on television and the picture inside Cadbury which shows the button on such an exception: in chemicals it is more likely to be the marketing services manager who decides in textile companies, the managing director. But when it comes to the morose side of things in the internal structure inside advertising companies, who, after all, will take the bills? A report on very subject: "How the big consumer goods advertisers analyse their promotional spend" was prepared by Taylor Nelson.

Holiday magazine, supplies one of the answers. The survey is introduced by Alan Tuck. A feature is the response rate — 200 telephone responses from the 318 advertising agencies that were canvassed. The companies that part collectively spend £5m. on advertising and though, not surprisingly, there are no answers from the ultra-expensive soap and detergent companies, the general response was

that the first nuggets of information refer to titles, which naturally vary. Almost two-thirds of the sample have used media advertising, while the top two hundred companies with regard to advertising, the effectiveness of advertising and sales promotion, particularly the latter, 77 per cent. of the companies have sales results and 55 per cent. sales representatives' reports to assess their advertising. Most popular research methods are recall studies (70 per cent.) and attitude studies (68 per cent.). Pre-testing is rarely used (2 per cent.).

the sample possesses a public relations manager. Although such titles can tell potential suppliers a lot about a company, they are largely irrelevant to the crucial question of who actually decides on the size and placing of the advertising and promotion budget. The findings suggest that in 43 per cent of cases it is the responsibility of the marketing director; the managing director makes the decision in 22 per cent of companies; the Board in 16 per cent; the marketing services manager in 10 per cent and the sales director in 5 per cent.

The important point is the exceptions: in chemicals it is

more likely to be the marketing services manager who decides in

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tising companies, who, after all,

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Mysterious drinks

BY KENNETH GOODING

IT MAY not be one of the great Canadian and U.S. gallons are mysteries of our time but you might be interested to learn that domestic consumption for the 18 more port wine than they are in the 21 countries covered by the actual drink, according to that report, Acumen collects together the Government statistics all the available government figures so what has been happening to and trade Press reports and then commissions market reports from used in the preparation of some of its local associates. These are odd Dutch cordial, of which there are many? Or does it simply get lost in the pipeline and consumed—discussed with both the warehouse crammed full of affiliated company and various sectors of the trade.

There are no re-exports of port, figures, trade association figures so what has been happening to and trade Press reports and then commissions market reports from used in the preparation of some of its local associates. These are odd Dutch cordial, of which there are many? Or does it simply get lost in the pipeline and consumed—discussed with both the warehouse crammed full of affiliated company and various sectors of the trade.

The answer is much more mundane as the researchers at Acumen Marketing discovered when they attempted to solve the mystery. It is simply that the Government statistics are wrong. And as sales of port in Holland are relatively small—around 3.6m. bottles a year compared with, say, 36m. bottles of sherry—the Government is not particularly concerned that they should be more accurate.

The cost of the full report is \$6,600 a year.

Clients also receive a monthly newsletter which includes not only the essential information but also those items of exotica which continually brighten the wine and spirit trade.

Try this, from the latest newsletter, for example. A new product, called "Almond Punch", similar to Sagaria, has been launched by Ontario, the big Japanese whisky group. It is wine blended with orange and grapefruit juice. It is 6 per cent. alcohol and with 11 per cent. sweetening (that is 3 to 4 per cent. less than most demisec wines). It retails at £2.50 for half a litre (that is, 57p, DM 3.32, \$1.04 or Frs 5.00). One suspects this is not to be one of the greatest inaccuracies of U.S. gallon hooked to hectolitres, of U.S. proof to litres, of proof to litres, of the 20th century. But it is useful to know to U.K. proof gallons to pure the threat is lurking there in the alcohol and the assumption that background.

Holidays are a worry

BY WINSTON FLETCHER

ALL INDUSTRIES are cyclical but some are thumbingly more cyclical than others. This simple scientific law was verified irrefutably this week when four leading travel pundits revealed the current boom in the industry at an IPA Society seminar.

Having waxed wildly in the early 1970s, the travel industry waned from 1973 until its nadir last year—and now seems almost inexplicably to be surging back into explosive growth. Neither the gentle strengthening of the pound nor the fabled upturn in the economy seem sufficient explanation of the bonanza.

Sidney Silver, the managing director, even preferred to the seminar the unlikely hypothesis that it is the authority created by the Queen's Jubilee that has encouraged us all to start packing our holiday bags again.

Silver claimed that his company's bookings last week were the best in its history; Ron Miller, sales director of London Weekend, claimed that radical package-tour newcomer Tiaer's bog had already garnered 30,000 replies from its campaign, a huge figure by recent standards; and all present at the seminar were convinced that 1978's main problem for the travel companies would be lack of capacity rather than lack of customers. The total market will probably not expand.

Silver predicted: "but that is because there won't be sufficient aircraft seats available to meet the demand."

Who'd be a forecaster in the travel trade? Sidney Silver recalled a massive econometric forecasting job carried out by one operator in the mid-1960s, when he judged his business to be over-concentrated in Spain. The ink was hardly dry on the logarithmic graph paper when the Cyprus war broke out and sterling was devalued, and Mediterranean holiday marketing was thrown into turmoil (neither for first time nor last).

Likewise, Silver gloomily prophesied, the present boom may quickly turn into an ephemeral boomerang, with bookings falling away in the late summer if inflation starts to nudge itself up a little and the value of sterling correspondingly nudges down: presaging a poor summer of 1978.

Silver also disclosed the surprising statistic that last year 25 per cent. of Cosmo's bookings had been made within six weeks of the holiday departure date—astonishingly late for package tour holidays. On current trends this year's late bookers are likely to be disappointed; but even that will be cold comfort to the holiday companies, as research shows that customers who are forced to try a new kind of holiday one year are exceedingly likely to repeat their new choice again the next.

The repetitive habits of Britain's holiday makers were highlighted in the speech given by Tony Wright, marketing director of Butlins and generally corroborated by the other cognoscenti present. Fifty per cent. of Butlins' guests each year have holidays there in the previous four years; and one of the Redcoat company's key marketing activities is its meticulous planning and brilliantly executed automated computerised mailing, which goes on each November to 750,000 recent Butlinians. Incidentally, Butlins is sophisticatedly developing its computer's ability to separate customers into distinct groups with differing needs. Families with kids, for example, are automatically mailed quite different literature from those without.

The outcome of all this hard-working promotional activity, Tony Wright claimed, is that the research shows an amazingly high 25 per cent. of the British public has now vacationed in Butlins at one time or other and a further 25 per cent. has a close relative or friend who has done so. Some 1.25m. people stay at a Butlins camp each year, and Butlins is now probably the largest company in the holiday business in the world—certainly the largest in Europe.

Butlins' Achilles heel, Wright explained, is a direct corollary of its two outstanding strengths: the fame of its name and the clarity of its image. Everybody knows what a Butlins holiday means—the same remorselessly jolly, chummy fortnight that it has always meant since Billy launched the enterprise in Skegness in 1938. (The U.K. part of the market, which accounts for only 55 per cent. of the sterling total, is apparently less volatile than the foreign bit.) Unfortunately, it transpires that to many of today's modern holiday makers, particularly the

AB's, the Butlins way is All of which was a welcome

antidote to Ron Miller's plea for more glamour, more romance and more fantasy in holiday commercials. Most holiday commercials, he opined, are dead dull and boring. He can hardly have been referring to the Freshfields camps, and more self-catering and self-service, the Freshfields camps are capturing for Butlins a sector of the market that has previously eluded it. Which is why the famous Butlins name is nowhere to be seen on the Freshfields' promotional material, and is perhaps also why, both for me and for many others, at the seminar, Butlins' success with Freshfields was news.

Why is the holiday market, particularly the overseas travel sector, so volatile? The simplistic answers are economic and political: oscillating exchange rates, local riots and the like. Peter Cooper, chairman of Cooper Research and Marketing, probed deeper. Searching for Freudian ulcer motives with the aid of a devious kind of doodle called psychodrawings, he demonstrated that people's attitudes to their holidays are far more complex and ambivalent than most of us would suspect.

Far from being just simple, welcome and relaxing annual breaks, Cooper's Psychodrawings uncovered the many kinds of worry, anxiety and neurosis that holidays—and particularly the prospect of future holidays—provoke. Most of these worries were predictable and we all suffered them ourselves: anxieties about the food, about illness, about foreigners and so on. Cooper associated them with workaholism, with the puritan ethic, with the acquired feeling of guilt prompted in us by idleness and self-indulgence. Holidays, he stressed, are not the simple idyllic dreams that travel advertisers' portray. "The ideal holiday can never be achieved and people know it."

The travel and holiday marketing crystal ball looks, then, as cloudy and uncertain as ever.

Winston Fletcher is managing director of Fletcher Shelton Delaney.

Discover the unspoiled beauty of Sardinia. And the charm of Costa Smeralda.

Here on the island of Sardinia is one of the world's finest unspoiled holiday regions. Clean air, clear and unpolluted water, 33 miles of beach-studded coastline. Perhaps the finest resort in the Mediterranean.

The smart time to go

Understandably a resort of this quality of service and facilities is not inexpensive. But the "emerald coast" is an especially attractive holiday proposition during early and late summer when lower prices prevail. In May and June the sun is already warm and the coast is a mass of wildflowers. In September/October the sea is still warm, the sun can be hot, and the beaches are virtually deserted.

There's so much happening in spring and autumn.

As guest at our hotels (Cala di Volpe, Cervo, Pittulongu) you are welcomed at the 72-par Pevero Golf Club (site of this year's Italian Open, May 4 to 7), and at the Cervo Tennis Club, where Italian Davis Cup Captain Nicola Pirella conducts week-long clinics in May, June and September.

Other events include the Costa Smeralda International Auto Rally April 13 to 15; yachting regatta (weeks of April 23 and June 25) and the famous Sardinia Week Regatta August 20 to 30. Yachting enthusiasts should be here for the Sardinia Cup (begins August 31), an international race destined to become as popular as the Admiral's Cup.

Explore the islands

Costa Smeralda is at the centre of the Mediterranean's best sailing waters. You can rent power or sail boats for the day or charter power-cruisers or 1-ton sloops for a week's cruise.

Or bring your own yacht to our newly fully-equipped 480-berth marina, with a shipyard capable of hauling 300-ton yachts.

Nightlife

We offer one of the quietest, most relaxing holidays you could imagine. All the same, it would be a pity to miss the exciting nightclubs.

When was the last time you danced at a disco in a mountain-side cave?

"Buon Appetito"

Ah, the restaurants! We list over 30. Taste fish freshly caught that morning, Sardinian specialties or Roman or Tuscan recipes. Enjoy a late-night pizza at our waterfront Pizzeria.

Eighty beaches

Long beaches, or hidden coves with pink and white sand. Some beaches are so secluded, it's best to hire a boat to reach them. Other adventures include water-skiing or skin-diving. We have excellent instructors, of course.

Shops and markets

Among the pleasures of Costa Smeralda is poking around its shops (about 40 at the last count) and the markets of nearby villages. One speciality: ceramics created by local craftsmen.

Homes for holidays

There are a limited number of sites for holiday homes, as well as flats and casas to rent or buy in spectacular locations.

The Consorzio Costa Smeralda has created

Europe's most carefully controlled environmental regulations to protect your views, your privacy, your investment and the beauty of our coastline.

How to discover us

Aliarda—the airline of Sardinia—flies regularly to Olbia/Costa Smeralda airport from most major Italian cities throughout the year. You can book through all major airlines. In holiday months Aliarda operates direct flights from Paris, Nice, Dusseldorf, Frankfurt, Geneva and Zurich. Charter operators offer non-stop service from the U.K. Ask your travel agent. For those who drive, ferries run to Sardinia from Toulon, Genoa, Civitavecchia (Rome), Livorno and Corsica.

For a start send the coupon today. We'll forward by return post our colourful booklet.

Consorzio Costa Smeralda

To: Costa Smeralda Information Office, 17 Montpelier Street, London SW1H 1HG Tel: (01) 581 2131. Telex: 916087

Please send me your free colour brochure on Costa Smeralda.

Name _____

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SM 782

Financial Times Thursday January 19 1978

The Marketing Scene

The gloss and the structure

ANTONY THORNCROFT

bury is currently investing over £100,000 on the production of two new commercials for Milk Tray brand. It is quite prepared to pay a great deal for television because Milk Tray's continuing success is very important to the company. By the time it has bought TV and some time its commitment in promotional expenditure could be top film.

The fascinating fact is the connecting link between the sex films that will eventually appear on television and the picture inside Cadbury which shows the button on such an exception: in chemicals it is more likely to be the marketing services manager who decides in textile companies, the managing director. But when it comes to the morose side of things in the internal structure inside advertising companies, who, after all, will take the bills? A report on very subject: "How the big consumer goods advertisers analyse their promotional spend" was prepared by Taylor Nelson.

Holiday magazine, supplies one of the answers. The survey is introduced by Alan Tuck. A feature is the response rate — 200 telephone responses from the 318 advertising agencies that were canvassed. The companies that part collectively spend £5m. on advertising and though, not surprisingly, there are no answers from the ultra-expensive soap and detergent companies, the general response was

that

The right kind of framework

BY COLIN JONES

IT IS amusing to reflect, as we well have the desirable result of row over British Steel unfolds, making Ministers more circumspect.

This approach strikes me as being more politically realistic than the two-tier Board idea which has been advanced by the National Economic Development Office. NEDO was as critical as the Select Committee of the present confusion and inconsistency of objectives, but it is hard to believe that any real difference would be made by a top-tier Board of senior executives, civil servants, trade unionists and users charged with thrashing out a strategic policy. Another tier of discussion and decision-making would hardly deter Ministers from intervening when it suited them to do so, and it is naive to imagine, as NEDO seemed to do, that Ministers would voluntarily accept the need to exercise restraint.

Despite these doubts and despite a continuing lack of resources, the select committee has since adopted a considerable reputation for common sense approach and lack of partisanship, especially on the Ministerial relations with these industries. It is important in the economy and too sensitive politically for the temptation to be always resisted. In any case, there can sometimes be perfectly proper reasons why it may be desirable or even necessary to intervene.

At the risk of oversimplifying, this advice could be said to have consisted of two basic propositions. First, Ministers should set clear and consistent objectives and, having appointed a management team, let them get on with it. Secondly, should they subsequently feel compelled for some political reason to intervene, such as over a question of prices, the location or closure of a new plant, or the timing of a major order, they should do so specifically and openly and, so far as it is reasonable and practicable to do so, quantify the cost of requiring a departure from commercial criteria and pay appropriate compensation.

More realistic

These guidelines would have the advantage of making clearer the respective responsibilities of Boards and Ministers and making it somewhat easier to assess the Boards' performance. They would also regularise and subject Ministerial interventions to a proper disciplinary framework. If the amounts paid as compensation were charged to the appropriate departmental vote (and cash limit), rather than subsumed in the Boards' financial targets or a capital reconstruction as has sometimes happened, then the costs would be clearer both in Parliament and the public generally, and this could

BUSINESS AND THE COURTS

Equality, syrup, whisky and the EEC

THE SABENA air-hostess, Ms. Gabrielle Defremme, who caused such a stir three years ago, is about to reappear in the European Court. On the first occasion she persuaded the Court to do the gallant thing and declare that equal pay is the law of the EEC and as such enforceable in national courts.

The judges, aware that the Court is the only EEC institution to decide by simple majority, and therefore the only one capable of moving visibly forward, brushed aside the words of Article 119 of the Treaty which speak of equal pay as of a principle to which national legislation should gradually conform. They insisted that "equal pay" had been EEC law since 1962 in the Six and in the three new member states since January 1, 1973. However, shrinking from the full financial consequences of an unqualified decision, the judges have allowed no retrospective claims unless these were being pursued by litigation which had already started. Ms. Defremme came into the Luxembourg judges will affect many, including all those British women who have to retire at 60 while men can go on Her litigation against Sabena is to do the same work till 65.

In view of the double aims of the EEC Treaty, which are economic and social," asks the Belgian Court of Cassation, (in a reference registered in the European Court under N.149/77) "should not the principle of equal pay be interpreted as referring not only to the equality of pay but also to the equality of conditions of work" and particularly to retirement age? The answer of the Luxembourg judges will affect many, including all those British women who have to retire at 60 while men can go on Her litigation against Sabena is to do the same work till 65.

Not only has nationalisation vastly widened the scope for an ambitious Minister who wants to establish a reputation but the activities of these industries are too important in the economy and too sensitive politically for the temptation to be always resisted. In any case, there can sometimes be perfectly proper reasons why it may be desirable or even necessary to intervene.

Inconsistency

This is because of an inherent inconsistency in a wholly commercial approach. The Boards have been told to act commercially but they are not structured commercially. They cannot go busier or be taken over and they are not allowed to compete in the U.K. market for new capital.

It is true competitive pressures are greater than they were. But the centralisation of an entire industry's investment decisions has magnified the consequences of a wrong choice—disastrously so for the makers of electricity plant, telephone equipment (and perhaps now steel works plant)—as well as positively inviting the wrong kind of Ministerial intervention. In a truly commercial situation these monopolies would be broken up under anti-trust legislation, and the logic of this course may eventually come to be accepted.

In the meantime we need a framework of control which provides for a proper measure of Ministerial oversight while discouraging the wrong kind of intervention. This is an urgent task as tackling the financial crisis in British Steel—which, as the Select Committee could have pointed out, has been greatly aggravated if not largely created by the lack of such a framework in the past.

RACING

BY DANE WIGAN

start at long odds-on. And anyone who invests money on the Babacombe Selling Handicap Chase (1.45) will deserve a medal of some description.

The most valuable race of the afternoon is the Babacombe Handicap Chase (2.15), the finish to which is likely to concern Jimmy Mifflin, Bold Charlie, and Tessie's Boy. The one I like best is Tessie's Boy, who makes the journey from Dorset to the West Midlands. In fact he travelled down to Devon and Exeter just over a fortnight ago, and was a convincing winner

NEWTON ABBOT

1.15 Mackelly
2.15 Tessie's Boy**
2.45 Ferry Point**
3.15 Rio**
3.45 Flying Gamble

from Alec Lewis, who has won since.

Another who has travelled a fair way for to-day's meeting is Lone Eagle, who reverted to hurdling following several unsuccessful series over fences. There is no doubt that Fred Winter's gelding has ability, but he is not particularly resolute, and I prefer the chance of Ferry Point, a determined customer, trained by L. Kenward at Taunton.

Rio, from J. Cobden's small stable at Martock, in Somerset, is a regular visitor to Newton Abbot, having twice won over hurdles here, and been runner-up in his last two races, both over fences. He has Charonneer to beat, but his previous experience of the bigger obstacles will, I hope, see him through successfully. In the Cockington Novices Chase (3.15), Flying Gamble is narrowly preferred to Silversmith in division two of the Cheltenham Novices Hurdle (3.45).

For Venice at Down, by Thomas Moran, which had been estimated at £2,500 this sum.

A number of Wild West scenes, by Edward Borein, brought three to four times the prices forecast. Indian chiefs carrying ceremonial standards sold for £7,500; a cattle drive, £6,800; Mexican riders in a village square, £5,200; and Mexican cowboys driving cattle, £2,000.

Oak brought good prices at Christie's South Kensington furniture sale which totalled £40,665. A 17th-century-style cupboard sold for £800 and a tiny 17th-century table £500.

Punters need not risk indigestion

TO-DAY'S FIXTURE at Lingfield, a course that seems to suffer more from most from the weather, has been abandoned owing to frost, so Newton Abbot has the field to itself.

Those whose principal interest lies in betting need not risk indigestion by bolting their lunch to be present for Division I of the Cheltenham Novices Hurdle (1.15), in which Mackelly will

be beaten by L. Kenward at Taunton.

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Thursday January 19 1978

Hard choices for Soares

BARRING unforeseen accidents, it now seems probable that Dr. Mario Soares will be invited by the President to form a new Portuguese government. On paper, the new cabinet should be stronger than that which lost the vote of confidence in the Lisbon parliament six weeks ago. For on the strength of a vote in the national executive of his Socialist Party, Dr. Soares has been empowered to broaden his government to include some CDS (Christian Democratic) ministers, as well as some independents. Unfortunately, it is difficult to be confident that such a cabinet will necessarily provide strong and stable government, or that it can do much more than postpone the date of fresh general elections.

Bickering

In one sense, the deal under negotiation with the CDS party should represent an important psychological step forward. Until his defeat last month, Dr. Soares had led a minority Socialist government which was permanently hamstrung by its parliamentary weakness, and legislative action consisted in staggering from one temporary expedient to another. Despite the steady deterioration of the country's economic situation, the parliament was characterised mainly by bickering and recrimination, and in the event it was easy for Dr. Soares' opponents to vote him out of office. If the negotiations with the CDS should prove to pave the way to a genuine policy consensus—and not just to the inclusion of a handful of CDS ministers—the stage could be set for a more consistent attack on the country's economic problems.

The parliamentary arithmetic of the new arrangement adds up to a reasonable government majority, since the 102 Socialists and the 41 CDS members together account for well over half the 263 parliamentary seats. Unfortunately, Dr. Soares is under considerable pressure from his own Left-wing to balance the deal with the conservative CDS party by a counterweight agreement on policy with the Communists.

There are good arguments for offering the Communists something, for while Communist votes in parliament may not be strictly necessary for the pas-

Early days on earnings

THE CALLING-OFF of the firemen's strike and the readiness of the miners to abandon their previous hostility to local productivity deals have undoubtedly had an effect on the climate of wage negotiations. It now seems possible that average earnings will rise in the current year by less than earlier seemed likely. The Department of Employment claims that 85 per cent. of the workers who have settled since the end of Phase Two have done so within the official guidelines—figures recently published by the CBI are not very different—and the official forecasters are said to have revised slightly downwards their private estimate of what the overall increase will finally turn out to be. It is still, of course, well above the stated aim of 10 per cent.

The latest statistics from the D.E., however, do not yet reflect this improvement in the atmosphere. The index of wage rates remained unchanged in December and has risen very little since the end of Phase Two, but is of less relevance than usual at a time when it is the behaviour of actual earnings that matters. There are now two indices of earnings and the newer one, which covers the whole economy, showed a slight drop (8.5 per cent.) in the year-on-year increase between October and November.

Settling late

But this was due to nothing more fundamental than the fact that local authority manual workers settled later this year than last. This is a general tendency. Only 20 per cent. of the workers covered by major pay settlements have settled so far in the current round against 35 per cent. in a normal year—partly, no doubt, in the hope that the policy will weaken and their chances improve as time goes by. However that may be, and the hope looks less realistic now than it did, seasonal corrections are not as useful as they usually are and the older index of earnings (which is seasonally corrected but covers only production industries and some services) is for the moment not much better than the new.

The Russian gamble in Ethiopia

BY JAMES BUXTON

AN AIRLIFT of Soviet border of what it calls Somaliland has invaded. They have not even been confirmed reports that among Western countries in the Ethiopian forces have yet begun past seven weeks. Some 225 a major offensive in the Ogaden aircraft are said to have been region of Ethiopia, most of involved, and since dozens of which is still under the control shiploads of arms have also of Somali forces. Though despatched to Ethiopia by Somalia says that it wants arms sea, western intelligence sources only to defend its own territory, believe that Ethiopia may have received about \$1bn. worth of tanks, aircraft and other equipment since last April.

Some 1,000 Russian and 2,000 Cuban advisers—most of them military—are reported to be in Ethiopia. The U.S. and its allies are worried that the Soviet Union intends not merely to help the revolutionary Government in Ethiopia defeat the secessionists campaigning within its borders, but also to establish a permanent military presence in what many analysts consider an area of crucial strategic importance to the West.

Its importance is that the Ethiopian coastline lies at the entrance to the Red Sea, a major western shipping route, while the coast of its neighbour, Somalia, with whom Ethiopia is in effect at war, parallels the tanker route through the Indian Ocean from the Gulf.

An ally in difficulty

On the other hand, as the Organisation for Economic Co-operation and Development noted in its recent report on Portugal, the Government's margin of manoeuvre is very narrow: harsh deflation would immediately exacerbate the serious problem of unemployment, while inadequate restraint would merely produce very slow growth, without really rectifying domestic inflation and the external deficit. It will require great skill and courage for the new Government to get the policy mix right.

If the new government fails to regain some of the political credibility which has been dissipated over the past 18 months, there will be little alternative to fresh general elections. But on present evidence, the Communist Party could well be the only one to benefit in such an election. The Socialists, in particular, have come in for criticism for corruption and nepotism as well as for governmental incompetence, while the West could do virtually nothing. The Russians, it is argued, could do the same now, in another African country.

The embarrassment of the Americans is increased by heavy pressure upon them from their allies in the region, Saudi Arabia and Iran, to take action.

And Somalia, which last November terminated the Soviet military presence on its territory,

has left urgency to its appeal for Western military help with the claim that an Ethiopian invasion of its territory is "imminent."

Somalia has presented no evidence to support its contention that it is about to be invaded by Ethiopia, and the Addis Ababa Government has stressed that it has no intention of doing more than to clear its

Emperor in 1962 after having being federated with Ethiopia strife both in the Ethiopian regime, and in the army itself. In 1952 by the United Nations, stepped up its attacks. By early last year the guerrillas were beginning to capture substantial towns, and with the pressure mounting in the north standing enemy, Ethiopia offered Somalia arms in mid-July, but soon withdrew their offer when the scale of Somali involvement in the Ogaden became clearer. (It is an unanswered question to what extent the offer of arms was taken as a go-ahead for the Ogaden campaign). The Soviet Union, having initially hoped that it could straddle both Marxist countries with a kind of socialist federation, finally came down firmly on the side of Ethiopia. Arms supplies were increased, while those to Somalia dried up. Finally in November Somalia ordered the Russians to quit their naval and military facilities and broke relations with Cuba.

By this time the Somali assault was beginning to lose momentum as it came up against more powerfully equipped Ethiopian forces, at least some of whose internal conflicts had been sorted out. Although Somali forces broke into part of the ancient city of Harar at the end of November, they were quickly driven out again. What few reports there have been since from this part of the front have suggested that the Ethiopians are beginning to go onto the offensive. Last month their aircraft bombed the Somali town of Hargeisa and the port of Berbera.

Soviet strategy now appears to be to give Ethiopia the means to deal decisively with the Somalis in the Ogaden and to crush the secessionists in Eritrea. It is providing Russian and Cuban military personnel who can train the new divisions Ethiopia is raising, familiarise the army and air force with the new equipment, advise on tactics and possibly, though there is no firm evidence of this, take part in the fighting themselves. The Ethiopians deny that there are any Cuban and Russian military advisers in the country.

Aware that it would inevitably take time for the Ethiopian armed forces to assimilate their new Soviet equipment the Western Somalis Liberation Front, which had been waging a guerrilla campaign in the Ogaden for some years, stepped up its attacks. It started an offensive which by the middle of last September had taken the Ethiopian base of Jijiga at the foot of the mountains in the north of the region and left almost the whole of the territory in Somali hands. The revolution in Ethiopia in 1974, which led to the deposition of the Emperor Haile Selassie, greatly weakened this populous (23m.) but backward and heterogeneous country. In 1969 Russian military aid was greatly stepped up. In return Russia was given naval facilities at Berbera on the Gulf of Aden.

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Twickenham on March 18 the RFU would be happy to supply you with as many as you need.

Outside chance

If the strategy were to succeed the Soviet Union would be backing a grateful Marxist government in control of its Red Sea coastline (all of which is in Eritrea). There is an outside chance that a defeat of the Somalis—and hence the collapse of President Siad's Ogaden

policy—might cause his replacement by a regime more amenable to the Soviet Union. In addition the Soviet Union would have ample opportunity to alarm the west because of the secessions and to cause concern to Ethiopia's pro-western neighbours, Kenya and Sudan.

But all of this is far from being a foregone conclusion. The conventional forces in the Ogaden could be defeated by sheer firepower, but it is a considerably more difficult matter to defeat an armed population organised into guerrilla groups. The same applies in Eritrea, where the armed struggle has been going on for longer. The revolution in Ethiopia is still raging and it is not certain that the pro-Moscow junta will remain in power. Even if it does, it may well prefer to follow its avowed intention of non-alignment. Indeed its recent moves towards reconciliation with Sudan show a desire to have better relations with its

larger, U.S.-made items such as Phantom jets. Britain, similarly, would need to give its permission for Iran to transfer Chief tanks to Somalia.

If those choices are ruled out as so far they appear to be, the U.S. has diplomatic options. It can get tougher with the Soviet Union in the Strategic Arms Limitation Talks. Only the issues at stake in SALT are so much more important to the U.S. than events in Africa that this would hardly be in the U.S. interest.

There is much to be said for the U.S. calling for a debate on the Soviet role in Ethiopia at the UN Security Council, which would almost certainly coordinate any western initiative to continue to take the view that the Horn of Africa is a purely African problem that should be settled within Africa, and that the Russians and the Cubans should be left to walk in what could still turn out to be a quagmire. Yet the possibilities for action are strictly limited. The U.S. cannot send arms to Somalia because, whatever one thinks of Somalia's moral case in the Ogaden and the authenticity of the Western Somalis Liberation Front, virtually has said that it will not talk to any other African State until it has cleared Somalia's forces from its territory. Washington can also try to induce Somalia to withdraw from the Ogaden by promises of increased aid, but that barely seems realistic at this stage.

For the U.S. the range of possibilities looks bleak, and it is not surprising that Washington appears to be planning no concerted action at this stage. For the peoples of the Horn of Africa the certainty is that there will be more bloodshed. Just as one can understand the desire of the Ethiopian Government to hold the country together at all costs, so one can appreciate the Somalis' desire to unite. But both are caught up in a power struggle that transcends the American approval to transfer local issues.

MEN AND MATTERS

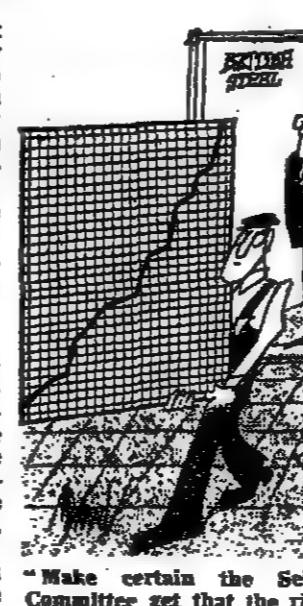
The best laid plans...

News that the Soviet President Leonid Brezhnev has postponed his planned visit to West Germany next month on health grounds makes it increasingly unlikely that he will take up the long-standing invitation to Britain either.

The invitation has been outstanding since February 1975 when Sir Harold Wilson led a delegation to Moscow to sign the £350m. export credit line, which has still not been fully used. The last British politician to meet the Soviet leader was Foreign Secretary David Owen, who received the full Kremlin red carpet treatment when he visited Moscow last October. This was taken as a sign that the Soviet Union wanted to improve relations with Britain and also fed speculation at the time that some thought was being given to the first visit of a Soviet leader to Britain for over 20 years.

The last time was in April 1956, only six months before the Budapest uprising and the Suez affair. The visitors at the time were the ebullient Nikita Khrushchev and the gaunt bearded Nikolai Bulganin who arrived by cruiser at Portsmouth. Wherever they went they were surrounded by very tight security arrangements but Khrushchev came over as very much the dominant personality—so much so that wage complainants that they could not see the Bulgars for the Krush.

This latest confirmation of Brezhnev's ill-health is bound to increase speculation about his likely successor, although at this stage no clear heir-apparent is on the horizon. One man who must be crossing his fingers and hoping for the best is publisher Robert Maxwell, who has just brought out a shortened version of the book of special treatment in the future for particular groups, like the firemen and the police, should later create an untidy moment not much better than the new.



"Make certain the Select Committee get that the right way up!"

with any to sell, are making between £70 and £80 each, when they were originally bought for either £4 or £5.

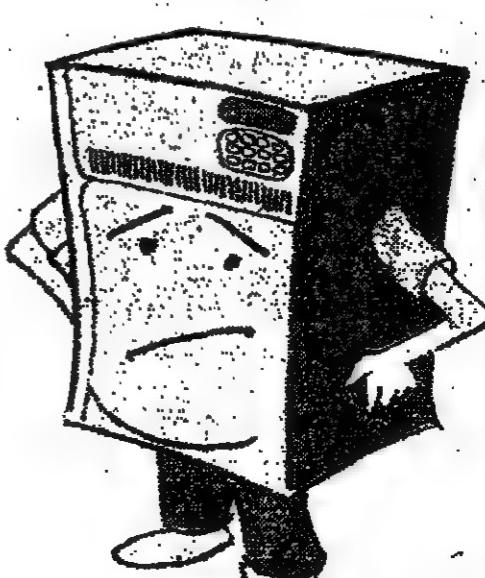
Naturally enough the RFU deplores such a market, especially when it is rugby club members which create it by selling tickets ostensibly ordered for themselves.

This year, however, the Rugby Football Union has been even tougher than usual in allocating tickets to clubs.

The warning light showed when Moseley, one of England's leading clubs and established in 1873, applied for 150 stand tickets—all stand tickets being originally allocated by the RFU to member clubs who apply and received only 10, hardly enough to go round the committee never mind the many other members.

It all goes to show what a money-spinning amateur sport can be. But it has to be a glamorous match. If you should happen to want some terrace tickets for the next England game against Ireland at

Is the honeymoon over?



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COMPANY NEWS + COMMENT

Allied Retailers ahead £0.4m. at midway

AFTER A REDUCED transfer to the unrealised gross profit reserve of £22,916 compared with £400,537 last time, taxable profit of carpet and furniture retailers, Allied Retailers, climbed from £1.2m. to £1.61m. in the 26 weeks to October 15, 1977.

Directors say that since December there has been a substantial increase in the level of business and for the full year they expect a satisfactory increase over last year's record £3.7m.

In view of the group's substantial expansion programme the Board expects a dramatic improvement for 1978-79 provided general consumer demand continues.

In the six months they say turnover and profit increased despite continued depressed consumer demand. Turnover totalled £30.82m. (£25.17m.) and the result is subject to tax of £0.85m.

Retained profit comes out at £500,431 against £413,234 and earnings per 10p share are shown ahead from 7.09p to 8.59p.

The interim dividend is stepped up from 1.5p to 2.5p on capital increased by a one-for-ten rights issue. The total permitted for the year is 8.712p per share. Last year's final of 6.0623p was paid on the increased capital.

Comment

Allied Retailers' turnover rose 22 per cent. during a period when consumer durable volume sales fell by 24 per cent. Operating profits are up 84 per cent. compared with Courts (Furnishers) fall of a third, but the latter has not been helped by its heavy overseas involvement while Allied's discount operation is better suited to ride out a slump in consumer spending. The carpet side appears to have outperformed the Williams' furnishing business and the group should have increased its share of depressed carpet market. An 80 per cent. fall in unrealised profits largely reflects the thin time that furnishing generally has been having since this side generates more H.P. business. All group business may have been a little flat in the third quarter, compared with the buoyant period of a year ago, but comparisons should work in the group's favour over the final quarter and full year pre-tax profits may be around £4m. (£3.7m.). Since its dividend-boosting rights issue in June, Allied's share price has outperformed the stock market by 35 per cent. and at 18.5p yesterday the shares yield 7.2 per cent. at a prospective p/e of 8 (fully taxed on average capital). Meanwhile Allied's recent expansion programme should help the group when the next upturn in consumer spending comes.

HIGHLIGHTS

Magnet and Southern has turned in a better than average performance in the timber sector reflecting their extensive retail interests which offset the problems in wholesale selling. Lex also takes a look at Courtauds where there are signs that profits for the year to March will be substantially below market expectations. Results from both Heron and Henlys confirm the very favourable conditions apparent in the motor distributor sector. Allied Retailers has achieved a 22 per cent. sales gain in a very depressed period for consumer durables but the 11 per cent. rise from Anglia TV was a bit disappointing, although the bulk of the profits increase did stem from TV contracting which is subject to a 66.7 per cent. levy charge.

T. French turns in £1.27m.

MAKERS OF curtain styling and electric surface heating products Thomas French and Sons reports a depressed final quarter profit of £0.13m., resulting in £1.27m. pre-tax for the 15 months to October 1, 1977, compared with £1m. for the 12 months to July 3, 1976. Turnover amounted to £13.82m. against £9.81m.

Mr. T. J. French, chairman, says: "The year may not be the best the group will be trading this year and although he does not expect improvement to be substantial, he confidently anticipates an increased profit in the current year."

Stated earnings are 18.7p (13.8p) per 10p share and a final dividend of 0.45p makes a total for the period of 3.19p (2.29p).

The chairman reports that profits were hit in the final quarter by exceptional items, the chief of which related to the closure of the group's Londonderry factory costing approximately £100,000. Adjustments in the audited accounts of overseas subsidiaries also significantly affected the profit for the three-month period. Individually, none of these was extraordinary or of any consequence and in all other respects, states Mr. French, trading in the final three months was in line with budget.

Turnover £13,821,994 £9,812,542
Trading profit 1,331,314 913,791
Share of associate 18,817 11,303
Profit before tax 1,272,500 800,000
Tax 644,713 457,302
Net profit 623,283 382,698
Dividends 18,066 14,645
Available 604,208 317,998
* Profit 1.27m.

Throughout the period the economies of most of the coun-

tries comprising the group's main business were depressed and demand was accordingly relatively subdued, particularly so in South Africa, the Americas, Canada and U.K. which were not much more favourable but on the brighter side the New Zealand subsidiary produced an outstanding performance, almost doubling the 15 months' profit of the previous year:

Countryside Props. ahead to £0.24m.

HOUSEBUILDERS Countryside Properties reports a rise in pre-tax profits to £243,000 for the 15 months to September 30, 1977, against £80,000 for the previous year and a loss of £1.3m. for the 1974-75 year. Turnover for the period was £8.1m. compared with £6.81m. Results would have been better, the directors say, but for the abnormal weather and exceptionally high interest rates in the autumn of 1976.

Profits were also adversely affected by considerable costs, due to the failure of some of the building contractors with whom the company employs. This problem will not recur as the group's own construction division is now undertaking the majority of group building work, the directors state.

The current level of trading is encouraging, they say, and the group's forward reservations for new house sales are well up on the past few years. A further significant increase in profits is expected in the current year.

Stated earnings per 5p share are 3.5p for the 15 months compared with 0.9p and the dividend is lifted to 1.45p per 10p share, with a 10p scrip issue. Mr. S. Boulton, chairman, and his deputy, Mr. A. H. Cherry, have waived the final dividend on 2,604,383 shares.

The company has decided to adopt the principles of ERI 19. As

a result of stock increase relief, £3.4m. is available to offset future corporation tax liabilities.

Land stocks currently held are sufficient for the next two to three years' requirements, which the directors feel is a particular advantage in view of the building land shortage now seen.

	15 mths.	Year
Turnover	£8,100,000	£6,810,000
Trading profit	243,000	80,000
Interest payable	2,200	2,200
Profit before tax	220,800	60,000
Dividends	145,000	90,000
Retained	126	42

15 mths. Year

1977 1976

£m. £m.

1,272,500 800,000

18,817 11,303

1,272,500 800,000

145,000 90,000

126 42

15 mths. Year

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15 mths. Year

1977 1976

£m. £m.

Henlys on target at £4.3m. and going ahead

JND HALF profits of motor dealers Henlys rose from £1.1m. to £2.84m. resulting in a profit for the full year to September 30, 1977, from £1.5m. to a £4.32m pre-tax in line with forecast made in December.

The directors state that the first year has opened on a firm with first quarter management figures showing profit ahead of corresponding period of 7%.

For the year excluding tax and VAT, expanded 30.2m. (£120.3m.) and profit subject to tax of £1.4m. Stated earnings per share increased from 13.5p to 21p and a net final dividend of 10 p raises the total to 6.5006p (7p), with a supplemental 10p to be paid in respect of 8.

1976-77 1975-76
£'000 £'000
on disposals 292 180
paid 212 180
profit 4,322 1,863
dividends payable 2,612 1,625
Final 237 1,025
d-1 2,784 1,863
to carry forward VAT 1,025
Full year profit for Rakusen

Food manufacturers and distributors, and property developers, Rakusen Group turned in pre-tax profits of £27,268 for the year to June 30, 1977, compared with a profit of £17,243. The surplus includes an exceptional £45,302.

At the half-way stage profits stood at £22,500 against £21,200.

Turnover of the food division rose from £870,348 to £1,018,240 but that of the property side fell from £874,307 to £827,735. Interest absorbed £120,963 (£130,388). For deferred tax was a release of £22,600 while reorganisation expenses took £31,028.

Again there is no dividend. The last payment was 0.2335p net for 1973-74.

Regarding Meanwood Road, the directors state that no agreement has been reached with the local authority. Mr. Foden has lodged a case with the Lands Tribunal who acts as arbitrators in these matters. They understand that a hearing date should be available within the next 12 weeks.

In the subdued tone of the year industry generally, construction equipment division of the group produced good results. Contributions service activities exceeded previous year, but as far as the food division report lies in the supply of raw materials in the year tended to progress in this sector, account activities have been mainly affected by pricing in the petro market, but sales volume through modern service operations has been maintained to maintain contribution at the 1976-77 level.

MONEY MARKET

Moderate assistance

Bank of England Minimum Lending Rate 6.5 per cent. (since January 6, 1978) yesterday was the third day in the month which it was makeup day the London clearing banks probably contributed to the over-issue of day-to-day funds in the money market. In the right conditions prevailing about the day, even though at factors indicated a fairly discount houses paid 6.51 per cent. for secured call loans at the start, and closing balances were taken at 31.51 per cent.

In the interbank market overnight loans opened at 6.51 per cent. and eased to around 6 per cent. at lunch. Rates increased to 7 per cent. in the afternoon, but fell to 4.5 per cent. at the close.

The authorities gave a moderate amount of assistance by buying a moderate number of Treasury bills from the discount houses and a small amount of local authority bills.

Discount houses paid 6.51 per cent. for secured call loans at the start, and closing balances nominal in some cases.

Rates in the table below are

nominal in some cases.

Interest rates held maturing local authority bills. This was roughly balanced by a slight excess of Government disbursements over revenue payments to the Exchequer, and a slight fall in the note circulation.

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IDS AND DEALS

Tussaud's accepts 67p from S. Pearson

DIRECTORS of Madame Tussaud's yesterday abandoned their battle for independence reached agreement with Pearson and Son on the terms of an increased offer, worth 67p per stock unit. Pearson's new offer is 65p in per unit or 65p nominal of a partly convertible United Stock 1983-98 in on, convertible as to 55p per at 220p into Pearson ordinary shares in each of the between 1981 and 1987.

value of the offer, which areas with Pearson's initial sum of 45p, is boosted by a 2p up to the fact that Pearson's shareholders will be entitled to retain the present dividend from Tussaud's, 2.025p.

Pearson's offer now comfortably the alternative bid from Cable and Wireless, the British state-owned telecommunications company. Yesterday announced that it had increased its share 20 per cent in its state in TDX system, a small American telecommunications company in which Cable and Wireless has had an interest since it was founded in 1975. The price paid was not revealed. The British company will ultimately increase its holding to 100 per cent.

This is the third acquisition in Cable and Wireless' U.S. interests within the last 13 months. Last July it took over Incolet, a small New York company specialising in computerised telecommunications. In October it made a \$1.5m. agreed bid for Carterfone, a U.S. company selling data transmission terminals.

TDX has banks, universities and oil companies among its customers and specialises in "lease-line telephone routing," a system which makes the best use of private leased lines. The company had turnover in 1977 of \$1.5m. and is not yet profit-making.

LABOFUND BUY COMPLETED

Control Securities has now completed the arrangements under which the Swiss investment group, Labofund, acquires 59.8 per cent of the shares without making a bid for the remainder of the city's largest employers. The recently moved offices of the company's shareholders will be retained by Colgate-Palmolive and a bid by Rhenish International for Redfern National Glass. Between them the three companies employ almost 4,000 in York.

Mr. Lyon said American investors were not always understandable, but it was a "natural double," particularly in the areas posed by any weakening of the American economy.

The change in ownership in Control Securities has now been reflected in the Board of Directors. Mr. Roger van Donck is the new chairman with Mr. Norman Aronsohn as deputy chairman. Mr. Bernard Gould is managing director and other new directors are Mr. Christopher John and Frederick Comey van Schieffel. Mr. Cecil Rapport and Mr. Derek Rapport have retired from the Board.

ALBEX is one of the directors of the group, Mr. L. H. Scholten, received 480,000 odd shares at the time of Tabors' flotation of the Robert Field dressing chain and has held ever since.

He announced on Tuesday that he was making an £800,000 offer for James Warren's 28,000 shares leaving him in 1,850,000 shares (7.5 per cent).

Rainbow Tea Holdings, Warren Plantation Holdings has bought 2,000 shares. Total interest 72,500 shares (1.52 per cent).

UKO Internationale: Sir Ian Marrow, a director, sold 20,000 shares on January 14. Rusch and Tomkins Group: W. E.

SHARE STAKES

Alexander Howlett Group: Kuwait Investment Office sold on January 12 30,000 shares leaving him in 1,850,000 shares (7.5 per cent).

Rainbow Tea Holdings: Warren Plantation Holdings has bought 2,000 shares. Total interest 72,500 shares (1.52 per cent).

UKO Internationale: Sir Ian Marrow, a director, sold 20,000 shares on January 14.

Rusch and Tomkins Group: W. E.

L. PAWSON and Sons

shares that 320,450 shares have been issued to the vendors

MAIT

14 MATT FLORENCE
PALAZZO DEGLI AFFARI - PIAZZA ADUA
5-6 FEBRUARY 1978

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THE JUDICIAL AND QUASI-JUDICIAL MEANS FOR CONSUMER PROTECTION

Commission of the European Communities and the Montpellier University of Law and Economics (France) organized a Symposium on the Judicial and Quasi-Judicial means of Consumer Protection on 11 and 12 December 1975.

The aim of the Symposium was to examine, in accordance with the Community's preliminary programme for a consumer protection and information policy, which was approved by the Council Ministers on 14 April 1975 (point 33).

Systems of assistance and advice in the Member States: systems of redress, arbitration and the amicable settlement of disputes;

the laws of the Member States relating to consumer protection in the courts, particularly the various means of recourse and procedures, including actions brought by consumer associations or other bodies;

systems and laws of the kind referred to above in certain third countries.

The unanimous opinion of the Symposium was that the traditional legal means held many disadvantages for consumers and were capable of upholding their rights. In view of this regrettable state of affairs a number of countries had been forced to consider means of enabling consumers to defend themselves more easily. These means were widely referred to and compared in Montpellier.

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INTERNATIONAL FINANCIAL AND COMPANY NEWS

Foundation to preserve Ahold independence

By CHARLES BATELIER

RETAILER and food processor which the measures have been taken to ward under preparation have shown in a separate company jointly owned by V and D and Bijnenkorf.

Setting up "continuity Foundation" into which it has injected Fls.100,000 nominal of new Preference shares.

Arrangements have been made for a further issue of Preference shares "should this prove necessary." The voting rights attached to the new capital will be determined by the managing board of Ahold.

Apparently Ahold has no last March it had secretly immediate fears of a bid, but acquired 40 per cent of the events over the five years during publicly quoted Bijnenkorf con-

cern. These shares are now vested in a separate company jointly owned by V and D and Bijnenkorf.

In recent years a bitter take-over struggle between Heineken and Lucas Bols came to an end only when Bols placed shares with a Foundation specifically set up for the purpose of preserving the independence of the spirit producer.

Much nearer home for Ahold, the privately-owned stores group Vroom en Dreesmann announced Ahold's new Foundation will have a five-man managing board of which two are members of Ahold's supervisory Board.

EUROBONDS

Ross resigns from Kidder Peabody

By MARY CAMPBELL

AS THE dollar recovered a little on the foreign exchange markets, the dollar sector of the market had a firmer tendency again yesterday for the second day running. Although turnover was not high, the generally better undertone did help both Occidental—trading for the first time, after being priced at \$9 on Tuesday—and the Eurofins issue. Occidental was generally quoted around 97 bid; Eurofins recovered to the same level. The issue manager was quoting 97 1/2 bid, a price which he says he has been maintaining since Tuesday morning.

The main talking point in the market among the dealers in London yesterday was the resignation of Stanley Ross from his position as head of Kidder Peabody's London operations.

NOTICE OF REDEMPTION to the holders of

GENERAL MILLS FINANCE N.V. (now General Mills, Inc.)

8% Guaranteed Debentures Due 1986

NOTICE IS HEREBY GIVEN THAT pursuant to the provisions of the Indenture dated as of March 1, 1971 among General Mills Finance N.V., General Mills, Inc., as Guarantor, and Bankers Trust Company, as Trustee, as supplemented by a First Supplemental Indenture dated as of May 10, 1974, \$500,000 principal amount of the 8% Guaranteed Debentures Due 1986 have been selected for redemption on March 1, 1978 through the operation of the mandatory Sinking Fund. An additional \$1,000,000 principal amount of the Debentures have been selected for redemption through the operation of the optional Sinking Fund. The numbers of the Debentures selected for redemption are as follows:

109	1220	2187	3226	4746	5825	6647	7759	8704	10957	12001	15108	14177	18022	16607	17824	18656
110	1331	2323	3224	4747	5847	6648	7762	8712	10952	12003	14189	14204	17841	16632	18632	
111	1558	2207	3228	4760	5854	6653	7605	8741	10950	12010	13120	14204	16585	16767	18634	
120	1778	2211	3227	4761	5855	6654	7815	8741	10765	11007	12037	13121	14227	18027	17674	18651
126	1778	2219	3234	4774	5856	6655	7816	8742	10765	11007	12037	13121	14227	18027	17674	18651
127	1883	2253	3248	4785	5867	6712	7850	8750	10501	10851	12073	13159	14248	18032	17682	18652
138	1320	2254	3249	4777	5867	6712	7851	8751	10504	10854	12073	13159	14248	18032	17682	18652
149	1220	2255	3250	4784	5868	6713	7852	8752	10505	10855	12073	13159	14248	18032	17682	18652
153	1215	2286	3276	4805	5869	6723	7853	8753	10508	10858	12073	13159	14248	18032	17682	18652
165	1220	2320	3277	4815	5870	6764	7853	8753	10508	10858	12073	13159	14248	18032	17682	18652
174	1222	2315	3278	4815	5870	6764	7854	8754	10508	10858	12073	13159	14248	18032	17682	18652
180	1220	2320	3279	4815	5870	6764	7854	8754	10508	10858	12073	13159	14248	18032	17682	18652
190	1220	2320	3280	4815	5870	6764	7854	8754	10508	10858	12073	13159	14248	18032	17682	18652
207	1271	2248	3425	4815	5872	6767	7854	8754	10508	10858	12073	13159	14248	18032	17682	18652
208	1272	2285	3338	4840	5873	6821	8013	9005	9063	11126	12203	13266	14116	17223	17445	18643
213	1272	2387	3485	4841	5874	6821	8014	9005	9064	11127	12203	13267	14116	17223	17445	18643
217	1272	2388	3486	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
218	1272	2389	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
219	1272	2390	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
220	1272	2391	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
221	1272	2392	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
222	1272	2393	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
223	1272	2394	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
224	1272	2395	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
225	1272	2396	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
226	1272	2397	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
227	1272	2398	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
228	1272	2399	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
229	1272	2400	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
230	1272	2401	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
231	1272	2402	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
232	1272	2403	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
233	1272	2404	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
234	1272	2405	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
235	1272	2406	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
236	1272	2407	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	18643
237	1272	2408	3487	4842	5874	6822	8015	9005	9064	11127	12203	13267	14116	17223	17445	1864

INTERNATIONAL FINANCIAL AND COMPANY NEWS

S. BANKING

Recovery favours regionals

BY STEWART FLEMING

YEARS AGO, banking banks from big cities like beyond. York were among the Take, for example, Chase Manhattan Bank; earlier this year. But to-day, as the industry reports what promises its best profits performance in 1973, investment brokers as Goldman Sachs are advising their clients to buy the shares he nation's better regional if they want to share in could be a year record a profits in 1978.

At year, U.S. banks' profits ered from the worst effects in serious loan losses which the industry in the wake of 1974-75 recession, whereas 1975 and 1976, according to analysts M. A. Schapiro and the first 100 banks to report ed earnings increases of about 8 per cent. This 1978, it looks as though could be back to the 15 per cent range reported in 1973.

Their recovery is unblurred. Regional banks, especially those in sunbelt states like Texas, are looking at buoyant growth, which are widely expected to continue through this year.

But already, in the fourth quarter results of companies like Chemical Bank and Morgan, there is evidence growth at some of the big New York banks may be slackening.

Any of these banks are to come to terms with a range of commercial problems stemming in part from loan demand at home at a when interest rates and are continuing to rise.

These problems are coming sharper focus now because part of the profits improvement the past two years has led from reductions in problems against bad loans. But from this source are going

more significant factor in the profitabilty of their domestic banking operations for close to a decade.

While there are a variety of reasons for this, slack loan demand has been an important one in the past two years, and one where the contrast with the regional banks is most marked. Thus, Salomon Brothers pointed out recently that in 12 months to December 14, total loans at banks in the New York Federal Reserve District rose by only 2.3 per cent. This contrasts with increases of nearly 19 per cent in the Dallas District, 17

per cent in the San Francisco District and 16 per cent in the Richmond, Virginia District.

This stagnation of domestic lending by New York banks has a strong, 17 per cent, rise in cash resources which many of them make it clear their corporate customers have built up, as well as their limited loss provisions last year was a demand for new funds for expansion.

AMATIL, THE tobacco, food, packaging and pastoral group, stocks built up. Production had

increased its dividend from 14c. to 16c. a share after a 44 temporary unfavourable effect on the 1978 frozen vegetables

year to October 31. The higher

earnings were achieved on a cause of a large write-down of

sales increase of only 3.8 per cent, from \$485m. to \$484m.

Earnings a share rose from

to be for sale if the right price

is offered.

But, earnings were assisted in a 24.3c. a share to \$3.1c. providing

ample cover for the higher

dividend.

Fibre Containers Limited,

a listed subsidiary of Amatil,

announced a one-for-three scrip

issue, after a 50 per cent gain

in earnings, from \$41.78m. to

\$42.44m.

Earnings a share rose from

to be for sale if the right price

is offered.

Miller has been expanding

strongly into coal.

It has two major prospects—at Mt. Thorley

and Oaky Creek in Queensland, which if developed would each cost more

than \$100m.

Commenting on the result, the

directors said they felt that good

progress had been made towards

a "more reasonable" profit level.

The improved performance

came from all divisions except

frozen vegetables and the

interest in Courage Breweries,

which continued to trade un-

profitably.

The market for tobacco pro-

ducts continued to recover from

the depressed level of late 1975

when the imposition of State

Tobacco sales from

its stake in the coal and shipping

group R. W. Miller (Holdings) if

it can obtain the right price.

Tentative discussions have

apparently already been held

with some executives of Ampol

Petroleum, one of the partners

in Miller, but the proposal has

yet to go before the Ampol

Board. It is suggested that TNT

will be paid at least \$42.5m. before it

would be prepared to part with

the Miller stake.

A few weeks ago, TNT raised

£42m. through the sale of 3m.

frozen vegetable division was un-

derstanding about the bond

markets for long term finance.

In addition, however, the New

York banks in particular have

been facing increasing competition

from the commercial paper

market, where major businesses

than from the banks. The big

businesses most likely to have accounts with banks such

as J. P. Morgan and Citicorp.

The sharp competition from

commercial paper has become

such a significant factor that it

has forced the big banks first to

offer choice customers easier

terms than those normally asso-

ciated with prime rate lending.

At 1977, it is now common to start offering longer loans on foreign lending

margins are also narrowing, under pressure

from the ample supply of funds

from Europe as well as US

international banks.

Mr. Butcher of Chase suggests

that since he expects only a

modest improvement in domestic

loan demand in the U.S., his

bank will be continuing to seek

overseas lending opportunities

as in 1977. At the same pace as in

1977, if others do the same, then

pressure on foreign lending

margins would seem likely to

continue.

In addition, however, investors

are increasingly concerned about

the quality of some of the loans,

particularly to developing coun-

tries' foreign governments. This

is yet another reason why

investors are treating the shares

of many multi-national money

centre banks with caution.

For the purposes of the study,

Orion has not included foreign

bond issues in the U.S. market,

and in so far as non-U.S. resi-

dents invest in that market, the

return figure should probably be

somewhat higher than

Orion's \$10.5bn.

The amount due to flow back

this year is put at \$8.2bn., with

\$9.3bn. due in 1978.

The value of the information

on refows, Orion says, is tactical,

in that it helps borrowers and

issue managers to schedule bonds

at the time when the market is

likely to be most receptive.

Naturally, currency and interest

rate factors are decisive, since

investors do not necessarily re-

invest Eurobond refows in Euro-

bonds.

The figures for refows are per-

haps most valuable used in dis-

cussions on the extent to which

the Eurobond market has

become self-sustaining. Since

the market has sometimes been

criticised for impermanence and

instability," Orion says, "the im-

plications for borrowers and

underwriters of a continual

reflow of old money could be

important."

In this context, it seems that

the Eurobond market will have

to depend on new flows from

other sources into the Eurobond

market for some years yet before

it can reckon to base new

issue activity, in the volume to

which it has grown accustomed.

On the other hand, to the best

of Orion's knowledge at least, in

no other market have the figures

for refows even been calculated.

However, insofar as they are

for refows even been calculated.

in market Ivance altered

John Edwards,
Editor
RATHER advance in the
proven short-lived, on the
Metal Exchange yesterday
values rose in the morning,
by a rise in the market overnight, and a
tumult in sterling against
sterling, both of which brought
speculative buying interest
oversold market.

Over-trading emerged
over levels and the three
quotations after reaching
a tone at one stage, fell to
\$2.25 in late "kick",
moving still lower in
ours dealings.

There is no news yet of pro-
test the International Tin
4 meeting in London on
ers' demands for a sub-
rise in the Tin Agree-
ce ranges. The values are still well
the agreement "ceiling"
\$500 a picul, but there is
able nervousness about
ability of releases from
stockpiles filling the
between production and
the year.

In the copper market, the
at influence was moved
producers to seek protec-
against imports from the
world. This triggered
stantial arbitrage business
in New York and the
market. Cash: wirebars
\$2.25 up at \$2.25 a tonne.

coca price at month low

By Our Commodities Staff

FUTURES prices fell to
rest levels since October
yesterday with the May
closing at \$1.558, a
down \$1.65 on the day.
largest fall was in the
March position which fell
the \$40 limit at one stage,
business resumed after the
dry 15-minute break in
however, prices re-
somewhat and March
ended the day \$2.25 down on

ers said "bearish" send-
the morning was based
on chart and fundamental
ions for mid-1978. Cocco
have been under pressure
time as dealers assess
fidence of the large sun-
supply over demand for
the current season.

IVE OIL FLOOD

MILAN, Jan. 18.—
olive oil yield in 1977
nally estimated 56 per
igher than 1976 at about
tonnes. The state market
ard IRVAM said the olive
as some 2.8m. tonnes; or
cent up on 1976.

Compromise plan may end EEC fish deadlock

By MARGARET VAN HATTEM

COMMON MARKET Fisheries roundly condemned the com-
mon Ministers concluded three days of intensive talks here to-night
to make strong representations
to the EC Commission.

Mr. Silkin, who has come
under heavy pressure from the
Commission, the presidency and
several member States during the
past three days, faces an extremely delicate situation at
home where withdrawal of
Liberal support for the Government
on this issue is considered a distinct possibility.

Speaking after the talks ended
tonight, Mr. Silkin said the position would be clarified at an
unofficial meeting later this month. He gave no details but it is known that the Ministers will all be present at the "Green
Lira" organised by the German
Government in Berlin, next
week, and are expected to meet
informally on January 27.

"This meeting will be the crunch meeting," Mr. Silkin said. "All the political questions have come to the fore, and we will know then whether we have a common fisheries policy or not. If there is no agreement, we will revert to national conservation measures."

Ministers agreed to-night to
resume formal talks in Brussels
on January 30 under the presidency
of Mr. Poul Dalsager, the Danish
Minister. It is widely expected that talks at this meeting
will be mainly a formality as
far as official status is whatever
is decided in Berlin.

"We want Britain to get out of
these negotiations with some form of Cabinet backing, to take unilateral measures," he said.

Mr. Silkin is to make a statement
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Awaiting a verdict on the film industry

BY CHRISTOPHER DUNN



SIR JOHN TERRY:

NO more
money for
films before
March 31

THE ACTION Committee on in cash in its balance-sheet at the end of 1976-77 and it up by the Government two years ago and headed by Sir Harold Wilson, to-day is due to deliver its interim report on the state of the industry. It will do so against the background of a declaration by the National Film Finance Corporation, which has been struggling to finance British films for nearly 30 years. That the NFFC has virtually run out of funds.

Writing in this year's annual report, Sir John Terry, managing director of the NFFC since 1958, has stated that, apart from some provisional deals, "no further offers can be made before March 31, 1978."

The structure of the Corporation's relationship with the Department of Trade, which supervises it, lies at the root of the present difficulties: the DoT advances cash to the NFFC at market rates of interest up to a ceiling of £1m. In turn, the Corporation lends to projects which appear commercially viable.

The NFFC is now just a little over £900,000 below its borrowing ceiling. It drew £875,000 from the DoT last year, but had to repay about £700,000 in interest. Only about £226,000 was advanced, for just three films, from the Corporation's own resources. This year's interest payment of £240,000 has been deferred.

There are some cushions: the Corporation had over £300,000

in cash in its balance-sheet at the end of 1976-77 and it up by the Government two years ago and headed by Sir Harold Wilson, to-day is due to deliver its interim report on the state of the industry. It will do so against the background of a declaration by the National Film Finance Corporation, which has been struggling to finance British films for nearly 30 years. That the NFFC has virtually run out of funds.

Additionally, the Queen's Speech in November suggested that more money would be forthcoming when it stated that "an increase in the limit on public funds for the NFFC will be proposed before the present limit expires."

But in spite of this indication that actual bankruptcy will always be avoided, it is clear that the NFFC has reached a critical point in a long career of crises and disputes.

Consortium

There was a move to scrap the NFFC completely in the late 1960s. Sir Harold Wilson, then Prime Minister—who had been responsible for setting up the operation as President of the Board of Trade (1947-51)—intervened and the borrowing ceiling was increased by £5m. to £11m.

The incoming Heath Administration froze the allowance in 1970. It then pushed the Corporation into a consortium deal with the City on the grounds that film lending could be highly profitable: not a charge on public funds.

Two years after Labour returned to power, Sir Harold Wilson announced in March, measure of the banks' confidence in the package was that

the Corporation of £2.3m. But they categorised their advances residence conditions are fulfilled

while a film is being made, the interest payments.

The NFFC had its heyday during the 1950s. Brought into being originally to save the old British Lion film company from bankruptcy by pumping in £5m. in aid, it grew to help the U.K. film industry as a whole. British Lion finally collapsed in 1954, but during the decade, over £13m. was invested in 483 films.

The NFFC's operations were

helped by a sophisticated and efficient lending package devised by U.K. banks.

The banks put up 70 per cent.

of the cash for a film via a distributor. The NFFC lent 22.5 per cent., using either cash flow or bank borrowing. The producer chipped in with 7.5 per cent., providing he had the cash. A "completion guarantee" insured against a cost over-run on production. Security for the banks on the lending was a "recoupment guarantee" offered by the distributors, which promised loan repayment within 18 months whether or not the film made money.

The cosy and profitable world

of the British cinema was changed radically in the 1960s by two factors—the growth in TV and increased investment by U.S. film companies. Guaranteed returns from the circuits waned as they lost their mulling power.

The mass audience moved over to the box," Sir John Terry said.

The cinema in those days was still a mass medium, so losses

swarmed. They were attracted to a world market, introduced a bigger risk element into film making. Films were either big winners or big losers, and far

more capital was needed to back a venture.

Clearly the NFFC, by putting Eady levy can be taken abroad after the film has been completed. By the end of the decade something like 90 per cent. of finance for British films

also invest in far more speculative films than its borrowing ceiling suggested.

In the 1950s, the NFFC could borrow up to £8m., although

£5m. had been lost already on the British Lion rescue. But

gross profits were £1.3m. over

the decade and the surplus on

interest account was £474,000.

Tax on seats

The Eady levy offered additional security. Devised in 1950 by the Treasury, this is a tax on cinema seats which now raises about £4m. net a year, all of which theoretically is ploughed back into the U.K. film industry.

The American invasion had a number of side effects. As taste changed, it became more difficult to spot winners, and the NFFC lost money on a number of films. Nor did it ever manage to boost its cash flow by backing real blockbusters like the early Bond films, or Tom Jones.

Dr No, the first Bond film, was backed by United Artists who took a chance on what

by British standards then was an "expensive" film—£357,000.

Naturally, United Artists reaped the rewards later on—Bond

films have been consistently successful. On Tom Jones, NFFC agreed to put up part of the cash. But the budget figure

was increased at the last moment, the British distributor showed hesitation, and UA stepped in," Sir John said.

U.S. film companies, catering

for a world market, introduced

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Easy money went overseas, removing a cash cushion, and the slide started at the NFFC. Between 1960 and 1969, gross profits were £1.7m. but deficits on the interest account reached £1.1m. Trends in profits became less predictable and this affected lending policies.

Since the U.S. companies had largely taken over the financing of British films, the package organised by domestic banks fell apart. The NFFC pulled out of the scheme whereby it put up 22.5 per cent.: the U.K. distributors stopped including a recoupment guarantee in deals.

By the mid-'60s, the banks had reassessed film business as risk capital and changed their lending policies accordingly.

No alternative package has been worked out. Instead, a variety of deals all more or less related to a particular film have grown up. The terms under which NFFC borrows from the DoT have not basically altered.

But in 1970 about £2m. in interest payments owing were written off by the Department of Trade, under the Film Act. Banks tended to lend to the dwindling number of U.K. distributors on a 30:50 part basis, if they invested in films at all. NFFC had also managed to get on to a similar basis with distributors by the end of the '60s.

The effects of all these changes emerged in the '70s, heightened by the rapid withdrawal by the U.S. from European film-making in general and investment in the U.K. in particular, partly because American film companies had over-invested heavily in projects

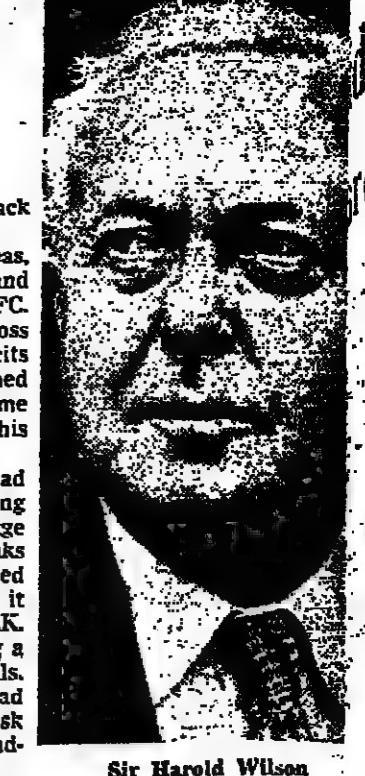
lost its financing way in world, various lobby groups have campaigned for a change in policy. In particular, Corporation is now under pressure to abandon its comment role, drop its financing part like the distributors, and my cheap films exclusively from own resources.

Deficit

The Corporation has been involved in financing just 39 feature films since 1970, compared with 227 in the '60s. Gross profits have dropped to £260,000 and the deficit on interest account has risen to £1.7m. The lending policy has become very cautious.

Under the consortium—almost the only way the NFFC has had of lending during the last few years—Sir John Terry has stated that the Corporation tried "to select for financing only those film projects which seemed to have a particularly good chance of profitability. The Corporation has had to adopt a tight-fisted policy."

Nevertheless, as members of the consortium have pointed out, even this approach seems to have been unsuccessful. Of the 34 films distributed in the last five years, only two have hit the jackpot (*Starburst* and *Bugsy*).



Sir Harold Wilson

Malone). Some have just broken even, some have still cover their production loans; two have made heavy losses.

This year's annual report contains the shorthand description of recent events. Only £1.1m. is now out on loan, compared with £9.2m. owed to the DoT. Provisions for losses total £4.1m.

Lobby group

As the NFFC has gradually lost its financing way in world, various lobby groups have campaigned for a change in policy. In particular, Corporation is now under pressure to abandon its comment role, drop its financing part like the distributors, and my cheap films exclusively from own resources.

But if commercial critics were to be set aside—and the would need new legislation—NFFC would have to call for more cash than it receives in moves to change the borrowing ceiling into an annual grant, bearing in mind what happened at the British Film Institute. The BFI receives large and increasing annual grant from the Department of Education and Science. It plans to channel most of its growth in its resources into film archive. The grant roughly doubled in the past five years to £2.5m. last year.

Caught between the conflicting pressures of American business methods and the aftermath, a financing form geared to a by-gone era, audience, and different fund policies, the NFFC is finding survival difficult.

The Wilson Committee, it is hoped, may propose some solutions to the Corporation's crisis of identity.

Continued

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Telephone: Worthing 502541
(STD Code 0903).

J.E. SANGER,
Secretary

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I.T.W. SHEARMAN,
Secretary

STOCK EXCHANGE REPORT

Videspread gains on small buying in oversold markets
share index recovers 5.4 at 476.3—Bid stocks prominent

Account Dealing Dates

Option at Declara-

Last Account

Deals Day

Jan. 12 Jan. 13 Jan. 14

Jan. 16 Jan. 26 Jan. 27 Feb. 7

Feb. 9 Feb. 10 Feb. 21

new time dealings may take place

2 p.m. last business day earlier

turn for the better

bid in stock markets

8:30 a.m. in the late morning

no change in the back-

line buyers, but dealers

easily sold and equities had

fall enough and prices in

sectors made reasonable

loss after an uncertain start

on 1/8 over the two pre-

days, the Government

shares index picked up 0.26

to gain to 1/8 in short-dated

and to 1/8 in the longer

titles; the latter were going

de harder despite some

particulars which produced a

weakness in the first trend,

the near-2 per cent drop in

earnings in November

in the still sluggish industrial

figures.

Banking equities followed the

of the Funds and on much

sort of business cheap

and the closer it got, the

better. Up 1/8 at 3 p.m.

before meeting with occasional

offerings on arbitrage account

in Stores. Allied Retailers put on

cently on the interim report,

figures which are due to be released today. The net result was that several high-complex longs regained 1/8 or half of Tuesday's fall, while shorter maturities recovered some two-thirds of that day's losses, which had extended to 4. Revised firmness in Corporations brought improvements ranging to 1/8, but Southern Rhodesian bonds were selectively offered again and the 6 per cent 1981 reacted 4 points to 238. Press also came on offer at 70p. This, a poor market of late, continued its price warning, took a distinct dip for the second regain 1/8 to 362p. EML 150m and GEC 263p, gained 4 points while Plessey were 2 dearer at 89p.

Banks better

Banks closed firm but the volume of business left much to be desired. Baring 8 to 340p and Midland 7 to 322p while Lloyds and NatWest were both 5 dearer at the common level of 390p. Overseas issues continued to reflect investment currency influences. Aegmont gained 21 to 251p and Deutsche 1 further to 251p. Swiss 1978, however, fell 1/8 to 277p. Elsewhere, the German 1978 with removed coupon and rose 3 to 140p in Hire Purchases. Insurances were inclined harder in this trading. Breweries moved forward in more active trading and Daresbury hardened 2 to 81p for a two-day gain of 1/8 on continuing bid speculation.

A quiet firm trend developed in Stores. Allied Retailers put on 1/8 on the interim report, while the first trend, the near-2 per cent drop in November, was reflected in the share index ended at 476.3 gain 5.4 of the 10-point fall last Friday's close. The bears in the leaders diverted attention away from the airline equities which have had much of the attention lately. This resulted in a fairly flat market with official markings of 1/8. A daily average of well 6,000 in the previous nine sessions.

bid hopefuls, however, were again with some sharp gains, while rises outnumbered falls in all FT quoted by 9 to 10 in contrast to 10 to 9 in the fall. Fairly minor gains were registered in the shares indices with the All-hardening to 209.24.

y in Funds

Playing yet again their game, Gilt-edged come up against some sharp gains, while rises outnumber falls in all FT quoted by 9 to 10 in contrast to 10 to 9 in the fall. Fairly minor gains were registered in the shares indices with the All-hardening to 209.24.

Wigfall above bid

Rejection of the offer worth nearly 240p per share from Comet Radiovision prompted some countering by E. Wigfall which had already turned the market in the interim offer dealings. This was resumed despite the money supply

in the Electrical sector, fiscal re-

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THE JOBS COLUMN

Plenty of prospects for the privileged minority

BY MICHAEL DIXON

THE BRITISH LEYLAND management's case for shedding 10,000 jobs will not be made any more persuasive to the unions by the fact that the group is seeking to recruit more than 300 new graduates this autumn—a considerable increase over last year's intake.

Steel, incidentally, is ranging the country's universities and polytechnics in search of even more staff.

Graduate-recruiters in companies and university careers officers tend to see nothing wrong, of course, in employers taking in large numbers of youngsters while making long-serving staff redundant. When potentially better managers and specialists are available from education, they say, it is surely sense to make room for them by ejecting passengers at the other end. A counter-argument, at least as strong, is that there is no objective reason to believe that to-day's degree-winners can generally be relied on to do a better job than older staff, whose effectiveness has often been hampered mainly by their organisation's structure and practices.

Whether or not the practice is justified, however, a good many large concerns are indulging in it. And one result is an increasingly stark difference in job prospects between the bulk of the nation's youth, and the

minority who complete 16 years or more of largely taxpayer-financed formal education by getting a degree.

Official gloom about the majority has, as is well known, called into being a 2885m-a-year "nationalised industry" to invent and organise things for otherwise jobless young people to do. But, by contrast, there is little doubt that 1978 offers a distinctly rosy outlook for employment to the coming summer's crop of new graduates.

A 10 per cent. rise this year in the supply of degree-winners in the U.K. jobs market was predicted yesterday by three organisations which effectively serve as pressure groups promoting the employment of graduates. They are the Association of Graduate Careers Advisory Services, the Central Services Unit for Careers and Appointments Services covering universities and polytechnics, and the Standing Conference of Employers of Graduates. This predicted rise would put the total seeking jobs in the U.K. at roughly 38,000 new graduates at bachelors level, plus 7,000 with higher degrees.

But the three organisations are not bothered about the probable jump in supply. This is because they are expecting an increase of about 20 per cent. in the immediate demand for graduate recruits.

The effect on these fortunate young people's starting pay is least valued will reduce from 25.7 per cent. to 21.5 per cent. at "about 10 per cent. up on though why the major employers' manpower planners should collectively be expecting this to happen is obscure."

What is clearer, however, is that Governmental exhortations to manufacturing concerns to make themselves attractive to graduates by paying more than other kinds of employer seem now to have taken effect. For example, the sample of 151 major employers included just 97 involved in manufacturing, and the 1977-paid and 1978-forecast graduate starting salaries solely for these 97 work out as follows:

	Sept. 77	Sept. 78
Upper decile	£3,225	£3,645
Upper quartile	3,125	3,445
Median	3,000	3,270
Lower quartile	2,815	3,115
Lower decile	2,645	3,000

(If the recruits were ranked from high to low according to salary, the upper decile would represent the pay of the person a tenth of the way down the ranking; the upper quartile of the person a quarter of the way down, the median that of the person half way down, and so on.)

Even were the forecasts not to be exceeded this year by the salaries eventually paid—as evidently they usually are—the increases over last year would range from 13.4 per cent. on the lower decile figure down to 9 per cent. on the median. The table also suggests that the differential paid to the most

offered by the manufacturing not so bad after all. Local which subscribe to it. There were a more dangerous source of disruption. But even if the specialists for departments concerned with financial control an organisation of personnel parents of the majority seem slow to conclude that their children's prospects are being sold short, simple justice surely requires some State action to redress the balance.

A firm effort to clear away bureaucratic obstacles and set up more efficient employment-promoting machinery across the country for people without degrees, is an obvious need. But the numbers involved suggest that such agencies could hardly compete with the well-established organisations for pushing the graduate interest.

To my mind, therefore, there seems to be a clear case for doing something to reduce the preferential treatment given to the minority in other ways. In the circumstances, for instance, it can hardly be justified for this country to continue being one of the very few in the Western world which officially gives grants as of right to cover the living costs of most of its youngsters who are accepted for degree courses, as well as paying the tuition costs of virtually all of them. It is surely high time that we, too, started requiring our aspiring graduates themselves to pay at least part of the cost of their privileged higher education by means of a repayable loan.

Sales force

This irony, however, is not the major reason why the graduate minority is apparently being warmed by the wind now overall at a rate ten to fifteen per cent. higher than that of last year.

Some careers specialists in education were expecting the recruitment of degree-winners for chartered accountancy—which in 1978 took more university arts-side graduates than were known to go into the manufacturing, building and public utility industries of the U.K. combined, plus some from the sciences side as well—to falter this year. But it has not done so; on current evidence, it seems likely to rise by perhaps a further 15 per cent.

The promoters of graduate employment were also most of degree-holders backed pleasantly surprised when the up by an efficient Central Services Unit collecting market central and local government, intelligence and circulating which they had resigned themselves last year, turned out to be higher educational institutions



Building a multinational inter-disciplined team based in London

S.R.I. International—formerly Stanford Research Institute, a "not-for-profit" professional consortium developed from Stanford University of California. It combines Management Consultancy, and industry specialisations with laboratory research.

It has over 3,000 permanent staff in over a hundred disciplines with a fee billing of over £60 million per year. New corporate policy is giving greater priority to international

operations. London provides the base for assignments covering Europe, the Middle East and Africa. Reorganisation and rapid growth in the past year has led to a major programme of European recruitment for 1978.

The highest standards of initiative, creativity and a proven track record, are prerequisites for the top level challenging consultancy and research undertaken.

Consultants in Management

STRATEGIC PLANNERS
Corporate and Long Range Planners with experience at instituting and implementing strategic planning at parent and subsidiary company levels. Several vacancies exist for senior staff. (Quote Ref: P.F.M.)

ACCOUNTANTS
Chartered and Cost Accountants with experience in the development of financial analysis, management control, and financial policy are needed. (Quote Ref: S.E.I.)

MANAGEMENT INFORMATION SYSTEMS

Several high flyers are needed. They should be experienced in systems development processes, hardware evaluation, selection, and project management. One in addition should have management experience of EDP organisation and planning user

—EDP liaison, and the management information needs of top management. (Quote Ref: W.R.P.)

REGIONAL ECONOMIST

An economist experienced in regional development tackling unemployment or infrastructure issues is needed. Assignments in these areas, in support of Corporate Planning, and providing a European input to a multi-million dollar S.R.I. World Economic Study, would be involved. (Quote Ref: M.M.E.)

OPERATIONAL RESEARCH

Mathematicians to management with experience in the application of OR or Decision Analysis techniques to a wide variety of problems are needed. Originality of concept is at a premium. (Quote Ref: M.B.M.)

Consultants to Industries

The Institute is gradually reproducing in London counterparts to the wide range of Divisions it has in California which specialise in the problems of single industry.

Candidates need international general management experience in the industry, with emphasis on product planning, diversification studies and marketing. The following industry specialists are needed.

HEALTH

For over 10 years, the Health Industries Research Programme has conducted single and multi-client studies in the pharmaceutical and medical products field. The continued expansion of European business has created opportunities for staff to work on the management problems associated with the future environment of the various industry sectors. A background in

chemistry or natural sciences is advantageous. (Quote Ref: M.S.B.)

ELECTRONICS

The successful candidate should be able to develop and lead studies of business opportunities in Electronics. Experience is required in developing business plans including the analysis of markets, competition and the impact of new technology. Ability to advise clients on their implications and action they should take is also needed. (Quote Ref: T.M.)

MECHANICAL AND ELECTRICAL

This group specialises in techno-economic research and new product market studies for producers of industrial goods and consumer durables. (Quote Ref: F.L.W.)

Candidates should have a good degree, a second relevant professional qualification, and preferably multi-language capabilities. A minimum of seven years' experience after graduation is essential. A period in consultancy, in both the private and public sectors, and work in several countries, is highly desirable. A reasonable amount of travel, mostly in Europe, should be expected.

A high fixed salary, competitive by international standards, is paid. Candidates interested in discussing opportunities should write, giving employment record and salary, to H. F. R. Perrin, Director of Management and Economic Divisions, S.R.I. INTERNATIONAL, 17 Davies Street, London, W1.

Due to expansion a leading firm of
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with offices in the City have vacancies for general settlement clerks in all departments. Also Burroughs, Sensimatic and Telex (T7 and T15) Operators.

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Please telephone Staff Manager, Mr. Potter, 638 5699 to arrange interview.

AUTHORISED CLERK

Old established Member Firm with a widespread business, home and overseas, requires an enthusiastic Authorised Clerk for general desks.

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YOUNG TV EXECUTIVE
TRAINEE REQUIRED

Young, very successful TV programme production company wishes to interview candidates for junior position in London branch of their international communications firm.

Candidates should have some knowledge of TV and film production, management, business administration and accounting. Knowledge of foreign languages an asset. International travel involved.

All enquiries, accompanied by resume, should be sent to: Personnel Department, SPORTONTV INC., 10, Sniffen Court, 152 East 34th Street, New York, NY 10016.

BUDGET SUPERVISOR

Clerical, Medical & General is an established life and pensions office of high repute, with existing funds in excess of £400m.

Reorganisation within the accountancy function has created the need for an addition to the team of accountancy professionals at our Head Office in Bristol.

The successful candidate will be aged between 24 and 30 with a recently attained accountancy qualification and at least two years' experience in costing and management accounting at a supervisory level. He/she will be required to make a positive contribution to the development of the budgeting and costing systems at an early stage.

Attractive progressive salary, non-contributory pension and life assurance scheme, and, after a qualifying period, subsidised house purchase. Where appropriate, assistance with relocation expenses will be given.

Please write, enclosing a curriculum vitae, to:

Miss M. Ashton
Personnel Officer
CLERICAL, MEDICAL & GENERAL
LIFE ASSURANCE SOCIETY
Narrow Plain
Bristol BS2 0JH

CM & G

EXECUTIVE ASSISTANT
(FINANCE)

Applications are invited for the above vacancy which exists in the Headquarters Office of the Society of Civil and Public Servants. Preference will be given to candidates having a good standard of education with a minimum of five GCE 'O' and/or 'A' level passes. The following qualifications are required: a sound knowledge of accounts and manual double-entry book-keeping to Trial Balance; a knowledge of PAYE and salaries preparation desirable; an ability to handle and control substantial cash payments; experience in the maintenance of personnel records, and an ability to type.

The successful candidate must be prepared to be trained in the whole range of accounting duties and will work directly to the Deputy Finance Officer, depisting in that post as required. There will be necessary involvement in the build-up of final accounts.

The salary scale runs from £4,101.51 to £4,657.00 p.a. which includes Inner London Weighting and the current pay scales. Non-contributory pension scheme. Hours 9.30 to 5.15 or flexible. Six weeks' annual leave.

Applications must be in writing to:
G. A. Fox Assistant General Secretary (Financial Organisation)
SOCIETY OF CIVIL AND PUBLIC SERVANTS
124/126 Southwark Street, London SE1.

General Financial Management

Manchester 30-35

c. £8,000 + car

Our client, an international engineering group with a multi-million pound turnover requires a qualified accountant who will ideally have achieved managerial status in an international manufacturing environment. The successful candidate will join, at a senior level, a well qualified multi-disciplinary operational audit team, responsible for the investigation and appraisal of companies in the Manchester area.

This challenging role will lead to a clear line management career within the group.

Fringe benefits are excellent.

Mrs. Indira Brown, Ref: 19079/FT

Male or female candidates should telephone in confidence for a Personal History Form to:

LONDON: 01-734 6852, Sutherland House, 5-6 Argyll Street, W1 6EZ.

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INDUSTRIAL

JOBS

CHEMICAL BANK INTERNATIONAL LIMITED Eurobond Executives - London

On 22nd December, 1977 Chemical Bank acquired the whole of the issued share capital of London Multinational Bank Limited, now renamed Chemical Bank International Limited (CBI). Chemical Bank will concentrate its international merchant banking activities in its new subsidiary, which will therefore continue to be active in international loan syndication, capital market issues and corporate finance.

As part of its personnel expansion which will follow from this development, the Investment Banking Department of CBI seeks persons to enlarge its Eurosecurities placement team. The successful applicants will market new issues in all major currencies to established and potential retail, institutional and professional clients, provide regular advice to those clients on market developments and investment opportunities, and execute secondary market transactions as appropriate. Other duties will arise from the monitoring and adjusting of the department's own positions and from assisting as required in the department's other activities. Contact with clients will be primarily by telephone and telex, but some travel is not ruled out.

Relevant experience is essential. Salary is likely to be in the £5,000 - £7,000 p.a. range but could be higher depending upon the extent of experience and of other qualifications. Fringe benefits will be those associated with a major international bank.

Applications in confidence to: David E. Nye, Assistant Director, Chemical Bank International Limited, 1 Union Court, Old Broad Street, London EC2N 1EA. Tel: 01-283 8171

CHEMICAL BANK INTERNATIONAL LIMITED

Wells Fargo Limited

As a result of the continuing expansion of their international banking activities in London, Wells Fargo Limited have the following vacancies:-

COUNTRY ANALYST

An Economist is required to provide European country risk evaluations. This will include the gathering and presenting of current information and the applicant must have the ability to keep abreast of political and economic conditions. He or she will have a good economics degree with some previous experience, and will also possess a good working knowledge of at least one European language.

SENIOR CREDIT OFFICERS

Officers are needed with significant credit experience, who have had, or possess the potential for, marketing exposure in European countries. The successful applicants will have a good Economics degree and/or a degree in Business Studies. They should be fluent in at least one European language.

CREDIT ANALYSTS

They will have had experience of credit analysis preferably with a major bank. They will be fluent in, or possess a good working knowledge of, at least one European language.

The salaries will be commensurate with qualifications and experience. All the positions are based in London; the usual fringe benefits will be provided.

Please write with full details to the Personnel Manager, Wells Fargo Limited, Winchester House, 80 London Wall, London EC2M 5ND.



GROUP FINANCIAL DIRECTOR

Five Figure Salary + Car

An expanding private company in the plastics industry with a diverse but inter-related group of subsidiaries requires a Group Financial Director. The Group offices are in West Yorkshire and the Group is currently enjoying an annual turnover of approximately £25 million. The successful applicant will report to the Group Managing Director and will enjoy excellent opportunities for advancement within the Group.

Applicants should be qualified accountants in their thirties and have a proven record at senior executive level in industry. He or she will be an active member of a small policy-making team and will be responsible for the preparation and monitoring of budgets, financial and management accounts and the provision of financial advice to the main Board concerning future projects or acquisitions. Occasional short visits overseas will be required from time to time.

The earnings package for this key post is negotiable and will consist of a five-figure salary, company car, contributory staff pension scheme and free life assurance.

Please write in confidence, giving full details, to:

Box A.6218, Financial Times, Bracken House,
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Our Company, based in London, a subsidiary of one of the largest world banking institutions, wish to recruit a marketing manager with the capabilities to become General Manager.

The person appointed will be expected to set up a commercial network throughout our U.K. organisation.

Candidates will be in the age range 30-40 years and possess a proven record of success within this specialised field of activity.

Excellent salary. Plus fringe benefits consistent with those of a major banking institution.

Write in the first instance, sending detailed c.v., in strict confidence to:

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THE MERSEY DOCKS & HARBOUR COMPANY

A Senior Financial Analyst is required to join our small, well-dispersed, Financial Analysis Unit. The Unit oversees the Company's activities in depth from a financial management viewpoint, making appropriate recommendations at top level.

Applications are invited from qualified Accountants with proven experience in analytical work. A qualification in Economics or Business Studies would be an advantage. Preferred age is in the range 35 to 45 years. The successful applicant will be self-motivated and able to work largely on his/her own initiative. The salary envisaged will be attractive to a person currently earning up to £6,500.

Enquiries etc. to:
Administration Manager (Personnel)
Mersey Docks and Harbour Corporation
Liverpool L3 1EZ.
(051-236 6818 Ext. 285)

URGENTLY REQUIRED by City Bankers—
Credit Analyst with minimum two years' experience and preference to A.I.B.C.
Salary to £6,500 plus usual fringe benefits.
Telephone Lee Personnel
01-409 1944.

General Manager Oman Development Bank

The responsibilities of this post involve launching and operating a new development banking venture. It requires a person of exceptional ability with experience in banking, finance, loan and equity participation negotiations, project evaluation, etc. The work will involve high level consultation and decision making with government and international agencies.

The essential requirements are for a person aged between 35 and 45 with at least 10 years' experience in merchant or development banking. He must be able to show an ability to assess the financial

Senior Foreign Exchange Dealer

£13,000+

Our client is a substantial international bank with an ambitious programme for developing further the scope of its Foreign Exchange business throughout the world.

Consequently, it has retained us to find a Senior Dealer for Europe, aged about 30, with the right blend of dynamism and expertise in spot trading, to assist in the achievement of this objective.

In addition to the requisite professional skills, a

knowledge of international economics, particularly relating to Western Europe and the United States (and the ability to speak German) would be strongly preferred.

You will complement the existing team, based in the City, and, assuming you can match the high standards set, a more senior appointment may be expected in the very short term.

Please contact Peter Wilson, F.C.A., in complete confidence, stating clearly those banks to which, for whatever reason, you do not wish to be introduced, at Albemarle House, 1 Albemarle Street, London W.1. Tel: 01-499 4879

Management Appointments Limited

Muscat-Based c. £30,000 with substantial fringe benefits

merits of propositions and experience in negotiating with government and international agencies. In addition to fluent English, a high level of proficiency in Arabic is necessary.

Exceptional candidates able to show a willingness to learn Arabic should also apply.

Applications, which will be treated in strict confidence, should contain relevant details of career and salary progression, age, education and qualifications. Please write to: Dr. I. Boivers (quoting ref. 673, B on, both letter and envelope),

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CAYZER LIMITED

Cayzer Limited is a recently established merchant bank and a subsidiary of The British & Commonwealth Shipping Company Limited. The emphasis of its activities is on corporate finance and corporate banking. The bank is seen as having scope for developing these activities within the British & Commonwealth Group and with non Group related clients. In order to assist the bank in its expansion the following senior staff are required:

BANKER

A senior Banker is required to take charge of and develop the bank's lending activities, which focus on small to medium sized commercial and industrial companies. A banking, legal or accounting qualification and a solid career of banking experience and achievement are essential requirements.

FINANCIAL EXECUTIVES

The requirement is for one or two executives who should have an accountancy qualification followed by several years' experience in the profession or in industry: a university degree could be a useful additional qualification. The bank is looking for applicants with a track record which will demonstrate an ability to produce financial assessments with a strong commercial bias. The ability to formulate valid commercial judgments and to oversee the implementation of recommendations is essential.

Please write in complete confidence with curriculum vitae to:

The Managing Director,
CAYZER LIMITED,
5 Laurence Pountney Lane, London EC4R 0HA.

CORPORATE FINANCE

GRESHAM TRUST LIMITED are seeking an executive experienced in all aspects of corporate finance. The successful candidate, aged up to 30, will have had several years' experience in the corporate finance department of a merchant bank or, possibly, with appropriate training in a firm of solicitors or accountants.

Applicants should apply in complete confidence, with full career details to:

L. J. Davies
Gresham Trust Limited
Barrington House, Gresham Street
London, EC2

MANAGEMENT ACCOUNTANT NIGERIA

c. £15,000

A large diversified and expanding group of companies requires the services of a qualified accountant (ACA or ACCA) aged between 25 and 35.

The person appointed will be responsible for monthly management and financial accounts in addition to cash forecasts and budgets. Preference will be given to applicants with previous overseas experience in a developing country. The post will be based in Lagos and numerous benefits are available including housing and transport.

Please reply to: Box A.6202, Financial Times, 10, Cannon Street, EC4P 4BY.

Technical Editor 'Accountancy'

London City

to £7,000

This is an ideal opportunity for a Chartered Accountant to play a part in helping to influence the development of professional thinking. The successful candidate will be involved with planning a balanced journal; meeting leading members of the professional and financial communities; finding and developing potential contributors, expert in the field; shaping their ideas and discussing possible articles. Applicants, male, female, should be graduates who have a sound theoretical background and an up-to-date technical knowledge, preferably gained with a major professional firm. REF: 440/F. Apply to:

R. P. CARPENTER FCA, FCMA, ACIS, 5 De Walden Court,

55 New Cavendish Street, London W1M 7RA. Tel: 01-636 3761.

Phillips & Carpenter
Selection Consultants

Cash Management

Holland

A leading international organisation with headquarters in Amsterdam wishes to appoint a Cash Management Executive. Reporting to the Treasurer, the person appointed will be responsible for all cash management activities. This is a progressive position, offering immediate scope for development to a candidate, probably aged 25-35, with an educational background in economics, who is working in the Treasury Department of a multi-national corporation or with a bank. Applicants must be familiar with exposure

management and collection procedures. Accountancy knowledge would be helpful.

Willingness to relocate in Amsterdam is essential. A competitive salary will be offered and will be negotiable depending on the personal qualifications and experience of the successful candidate.

The identity of candidates will not be revealed to our client without prior permission.

Applications, quoting Ref. AB 852 FT, should include details of age, experience and salary and be sent to:

PA Management Consultants BV

184 Keizersgracht, Amsterdam — C, Holland. Tel: Amsterdam 33 66 82



A member of PA Management

Jonathan Wren - Banking Appointments

The personnel consultancy dealing exclusively with the banking profession



CHIEF FOREIGN EXCHANGE DEALER

Tax-Free Salary Negotiable

A European bank seeks an experienced Chief Dealer for its office in a Gulf state. Candidates ideally aged 27-35, should have all-round knowledge of dealing gained in a major financial centre. The position is negotiable as to terms of contract, as is a tax-free salary with the usual benefits afforded to positions in this area.

CONTACT: Richard J. Meredith

STERLING MONEY BROKERS

A leading firm of money brokers requires two fully-experienced Inter-Bank brokers aged 25-35. Excellent terms are negotiable.

CONTACT: Mike Pope

CREDIT ANALYST

An international bank wishes to recruit a proficient young credit analyst who has had the benefit of formal in-house credit training with an American bank. The vacancy results from the continuing expansion of the bank's activities and the person appointed (ideally aged mid-late twenties) will enjoy attractive career prospects either within the credit area or in the front-line.

CONTACT: Karen Anderson (Director)

ACCOUNTS SUPERVISOR

A City bank has a vacancy for a person aged 25-30, with at least five years accounting experience gained in banking and including Bank of England returns. Candidates should also have a background in general banking and Foreign Exchange administration.

CONTACT: Norma Green (Director)

170 Bishopsgate London EC2M 4LX 01-623 1266 7/8/9

MIDDLE EAST PART/RECENTLY QUALIFIED ACCOUNTANTS £8-12,000 Tax Free

Our client is one of the most respected international accounting practices whose business in the Middle East and North Africa is undergoing considerable expansion. We are now seeking accountants who will travel extensively throughout the area or who would be assigned in one area on large jobs which may last from 6-12 months. They will be expected to carry out a range of audits and consultancy projects.

The range of jobs will be broad and substantial in size. Sophisticated audit procedures are used and the firm operates an international training programme and a policy of rapid promotion. Qualified or part qualified accountants with audit experience should apply. Applicants must be single, with a working knowledge of French, and will receive good benefits including free accommodation. Please telephone or write to David Hogg ACA, quoting reference 1/1634.

EMA Management Personnel Ltd.
Burne House, 88/89 High Holborn, London, WC1V 6LR
Telephone: 01-242 7773

SALES MANAGER-IRAN- STRUCTURAL ENGINEERING

Major Structural Engineering Company, who are strongly export orientated, wish to recruit a replacement for their Tehran Manager who completes his three-year tour in May 1978. The man appointed will be responsible, as the sole expatriate, for representing the company in Iran where we have a joint venture company. Sales to Iran are currently running at an annual rate of £2 million and this momentum has to be maintained and increased.

The candidate is likely to be an engineer with sales ability in his late twenties to early thirties married without children. He will be required to take up a position resident in Tehran in March 1978 and to travel as required within Iran for a proportion of his time. The posting is intended to be for a three year period subject to annual review.

An attractive salary, accommodation and car will be provided, with annual home leave of three weeks and local leave of a further two weeks.

This is an excellent career opportunity for a man who is prepared to work hard on his own initiative in order to produce results. Please send full details to Managing Director, S.W. Farmer Group Limited, Courthill Road, Lewisham, London SE13 6HD. All replies will be treated in confidence.

Farmer

FINANCIAL CONTROLLER

London

neg. to £8,500 + Car

Specialising in the manufacture and marketing of sophisticated communications equipment, our client is the world leader in its field and has a substantial growth record. The company now plans to recruit a Financial Controller who, reporting to the Financial Director, will play a leading role in the further development of advanced reporting procedures and the management of the finance function.

Candidates, male or female, who must have experience of working in a manufacturing environment, will be qualified accountants probably aged between 30 and 45 who have experience of computer based procedures. They must have the maturity to manage 30 staff, experience of most aspects of the financial spectrum and possess the enthusiasm and commitment to succeed in a challenging and rewarding environment.

For more detailed information concerning this appointment and a personal history form please contact Nigel V. Smith, A.C.A. quoting reference 2055.

Commercial/Industrial Division

Douglas Limblich Associates Ltd.,
410 Strand, London WC2R 0NS. Telephone: 01-838 9501.
121 St. Vincent Street, Glasgow G2 5HW. Telephone: 041-626 3101.
and in Edinburgh.



COMMODITIES APPOINTMENTS



COMMODITIES

Cocoa Trader

A Senior Cocoa Trader with the ability to administer a complete Cocoa Department is required by our clients, a fast expanding and reputable organisation with broad-based trading activities. The successful applicant will already have a proven record in cocoa and will be the current No. 1 in his/her present company. High Five Figure basic salary plus profit share is envisaged.

Documents Manager

An International British-based metals trading company are seeking a Documents Manager with the ability to process trading contracts with speed and efficiency. The ideal applicant will probably have been trained in a banking environment, and will be aged between 28 and 30. The Company will provide an attractive salary to induce applications from the most suitable candidates.

Company Accountant

A major international non-ferrous metals trading house seek a fully qualified Accountant ACA or CIMA. He/she will be involved in assisting the Deputy Chief Accountant in the general day-to-day accounting functions of the Company. Age 28-30. Salary c. £7,000 pa.

Above is a selection from our Senior, Adminstration, and Accountancy Registers. If you are interested in these or any other position in the Commodity Markets, please contact Ray Wallhead or Robert Kimbell.

Charterhouse Appointments
40 Bow Lane, London EC4. Telephone 01-236 1221

International Recruitment Specialists for the Commodity Markets.
COMMODITY APPPOINTMENTS LTD.
A young graduate of a local trading is required by a City based trading company. The company trades internationally in all manner of commodities. Good knowledge of languages and some experience of banking or shipping would be advantage. Duties: buying, negotiating, etc. £10,000-15,000 per annum.
01-439 1701

COMMODITIES APPOINTMENTS
WILL BE APPEARING
EVERY THURSDAY
For details contact:
STEVE NEVITT
on 01-248 8000 Ext. 591

International Recruitment Specialists
for the Commodity Markets



Managing Director Metals

London

A Trading Company operating in the field of soft commodities and metals requires a MANAGING DIRECTOR with the emphasis of background and expertise in non-ferrous metals trading, the LME and Comex.

The person appointed will have had management responsibility for the performance of a trading activity and will also have had substantial client contact. He/she may have had experience on the metals desk at a senior level as an Account Executive in a Commission House, an Associate with a Ring Dealer, a Gold Ring Member of the London Metal Exchange, or a senior role in a commodity trading house.

The one will be responsible for managing and operating a new business. The challenge will be to develop the base of a first class company with links to producers and customers worldwide.

Salary: £12,000-15,000 per annum. The successful candidate will be a substantial basic basic salary, plus commission on the results of the general management operation. A car and substantial benefits will be the case.

For further information please contact Graham Stewart of Commodity Appointments Limited, 160 Newgate Street, London EC1A 7AA. Tel: 01-248 8000 Ext. 591.

Egmont House #16 Shafesbury Avenue, London W1.
Tel: 01-439 1701

COFFEE IMPORTERS/EXPORTERS

One of the executive Directors of Quick, Reek & Smith Ltd., a subsidiary of Arbutinot Latham Holdings Ltd., will be retiring within the next 1-2 years and the Company is looking for a suitable person with sufficient experience and background in physical coffee to ensure that after an overlapping period he is capable of taking responsibility for certain areas of the Company's trading as a Director.

The type and scope of the Company's business will be known to those having the necessary experience in the trade.

Age is not a critical factor assuming other requirements are met. Emoluments to be negotiated.

20-21 Queenhithe, London, EC4V 5HE.

A Talented Accountant

Central London

Our clients have an annual turnover in excess of £17 million and are the British subsidiary of a leading international group in a service industry. They are seeking a chartered accountant who is well-versed in the traditional accounting functions as well as commercial management accounting. This is a key top management appointment with responsibilities for a number of financial and management accounting staff at their Head Office in Central London. There is real potential for taking over wider group accounting responsibilities within 2-3 years. Applicants will need to demonstrate

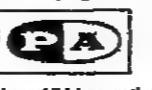
c.£8,900 + car.

adaptability, inventiveness, drive and a maturity that will enable them to improve an already well-developed accounting system. The Company is flexible about commencing salary, but has in mind a figure around £9,000 plus company car and other fringe benefits. Ref: K788/F1.

REPLIES will be forwarded direct, unopened and in confidence to the client unless addressed to our Security Manager listing companies to which they may not be sent. They should include comprehensive career details, refer to previous correspondence with PA and quote the reference on the envelope.

PA Advertising

Hyde Park House, 60a Knightsbridge, London SW1X 7LE. Tel: 01-235 6060 Telex: 27874



A member of PA International

FINANCIAL CONTROLLER

London W2

£27000

Our client provides training courses in finance and business management worldwide. The European Head Office has grown well since establishment in 1974 to present turnover of £1 million.

The Controller will be a member of the top management team, reporting to the European General Manager. With a staff of two he or she will review and improve the basically sound manual systems, perhaps computerising some areas, and will produce and interpret a full range of management information for European and U.S. management.

In this small and successful business there will be opportunities for involvement in general management and to become effectively assistant to the M.D. Qualified accountants aged 26-30 should telephone or write to Graham Webster ACA, M.B.A., quoting reference 1/1634.

EMA Management Personnel Ltd.
Burne House, 88/89 High Holborn, London, WC1V 6LR
Telephone: 01-242 7773

Thomas Cook

Assistant Managing Director- Marketing & Development Over £15,000 p.a.

Thomas Cook Bankers Limited, the Company within the world's largest travel organisation with a rapidly expanding share of worldwide travel-related banking services, require an Assistant Managing Director.

We are looking for a suitably qualified man or woman to be responsible for the development and marketing of our Travellers Cheques, Foreign Currency and other Banking services worldwide.

This position, reporting directly to the Managing Director, is supported by a team of Senior Executives responsible for Marketing, new Product & Systems Development, Foreign Exchange and Travellers Cheque support services.

Banking experience is not essential but candidates must have the creative ability to develop and control the complex administrative and distributive systems and the associated E.D.P. and project management capability.

- Preferred age range 40-45 years
- Salary not less than £15,000 p.a., car and other major Company fringe benefits
- The position is based at Thomas Cook Administration Headquarters at Peterborough.

Please apply giving details of your career and present salary to:

R. Woodford;
Group Personnel Director,
Thomas Cook Group Limited,
PO Box 36,
Thorpe Wood, Peterborough PE3 6SB..

Accounts

up to £8,500

If you are a problem solver with the ability to think laterally across the spectrum of accountancy and economic issues then here is an unusual opportunity to gain valuable experience.

An important independent Government Agency now needs a Chartered Accountant to analyse and investigate the performance of major UK Organisations in manufacturing services and distribution.

Aged 26-38 and with proven experience in a professional firm or commercial environment at a senior level, you will become involved in various multi-disciplinary teams assessing prices, costs, margins and profits in a highly varied field.

Experience in DCF techniques and investment criteria as well as special investigation work and an awareness of current accounting trends will be a distinct advantage.

For further details please contact:
B. Barker on
(01) 235 7030 Ext. 210.
Applications are welcome from both men and women.

Research Assistants/ Investment Analysts

Our Client, one of Britain's leading mutual life offices, is looking for graduates with 1-3 years experience of investments and research gained with a financial institution, to work in their London-based Stock Exchange Department. A relevant degree in economics or business administration would be an advantage.

The men or women appointed will assist in the servicing and management of the investment portfolio. They will also research and appraise Brokers' reviews and company accounts, selecting and submitting recommendations to the Investment Manager, prepare timely and accurate reports, valuations and statistical data, and liaise with brokers.

A salary negotiable according to age and experience, is offered with supplements, location allowance and an annual bonus. Secure and progressive career prospects, a generous house purchase scheme and well pay and contribute retirement benefit schemes are among the first class conditions.

If you are interested in applying, please write with full personal and career details, together with salary required to: B. Hammon at the address below. Alternatively, telephone 01-589 1530/1518 for an application form. Please supply, on a separate list, the names of any companies to whom you do not wish your application forwarded.

Gordon Procter & Partners
11 Brompton Road, London SW3. Tel: 01-589 1530/1518.

Career prospects offered by City Discount House for
YOUNG PERSON

approximately 18-20 years. Previous banking experience preferable, but not essential. Candidates should have at least 5 'O' Level, including English and Maths. Good salary and fringe benefits.

Apply in writing Box A 6223, Financial Times
10 Cannon Street, EC4P 4BY

St. International Trader

Major U.S. International company seeks person with extensive trading experience in raw materials, preferably in coal or petrochemicals.

Position requires heavy European travel and ability to effectively communicate in English and French. Ability to communicate in German also desirable.

Promotion to European Sales Manager opening within one year available to successful applicant. Please submit a complete resume with salary history and requirements to:

Box F 596, Financial Times
10 Cannon Street, EC4P 4BY

Equal opportunity employer, m/f.

ASSISTANT COMPANY SECRETARY

required by

PUBLIC PROPERTY COMPANY

Qualified Accountant or person with a legal qualification who possesses initiative and intelligence required for this important position. Prospects of early promotion. Salary negotiable. Age 28-40.

Write in confidence to:

D. Davis, F.C.C.A., Director/Secretary
UNITED REAL PROPERTY TRUST LIMITED
9 Cavendish Square, London W1M 0JT

AUDIT SUPERVISORS

Expanding firm of chartered accountants needs ambitious Seniors with some post-qualification experience. Must be self-starters, willing to take responsibility and able to help in the development of the firm's technical standards and quality control.

SALARY: £6,500 P.A.

or more for an exceptional candidate.

Write in confidence to:

Chris Rengert,
SLATER, CHAPMAN & COOKE,
16A St. James's Street, London SW1A 1ER.

Joyce
S. Essary

FINANCIAL
CONTROLLER

Financial Controller (UK)

S.W. Essex c. £8,500 plus car(s)

The transport services subsidiary of a major U.K. group seeks a Controller. This is a total modern controllership with minor exceptions. There is considerable scope to improve operating efficiency and profitability. Existing staff (and EDP) support is good. Salary will be augmented by a company car and 'leased' car if required.

Candidates should be Chartered Accountants aged 27 or over. Essential recent experience is (a) the preparation of statutory accounts and (b) performance reporting and control in a reasonably advanced environment. The company is a recent group acquisition so it is not yet possible to forecast movement to the parent company. However, planned local growth should provide more than enough in the way of prospects! This is an equal opportunity appointment.

For a fuller job description write to John Courts & Partners Ltd., Selection Consultants, 78 Wigmore Street, London W1R 9DQ, demonstrating your relevance briefly but explicitly and quoting reference 785/FT.

JC&P

Thom
CoFinancial Analysis
and Control around £9,000

London plus car.

A private right manufacturing group with an impressive new team and an eight-figure turnover is now on the acquisition trail. Recent and planned growth necessitates the appointment of a financial analysis manager for the London W1 head office, with particular involvement on planning, sourcing, financial control and analytical appraisal.

Candidates (of either sex) need a base of modern management information experience (budgetary control, pricing, projects, product profitability studies, etc.). Experience in a major group with the ability to adapt it to this smaller environment is preferred. Plant level experience would be an asset. An accounting or business qualification is desirable.

For a fuller job description write to John Courts & Partners Ltd., Selection Consultants, 78 Wigmore Street, London W1R 9DQ, demonstrating your relevance briefly but explicitly and quoting reference 786A/FT.

JC&P

STERLING BROKERS

Experienced Commercial and Local Authority Brokers required to join an expanding Sterling Department

Please write or telephone in strict confidence to:

W. Laidler, F.C.A.

Secretary

HARLOW MEYER & CO.

Adelaide House

London Bridge, London EC4R 9EQ

Telephone: 01-623 6534

FINANCIAL CONTROLLER

£19,000 +

ZAMBIA

Managing Director will be in the United Kingdom at the end of January 1978 to recruit a Financial Controller to fill a senior vacancy within Anglo American Corporation Group's interests in the Copperbelt.

We are looking for a man with a minimum of 5 years' post-qualification experience to be responsible for the accounting function and to be key member of a management team concerned in the overall successful operation of a group of companies.

Candidates should be aged between 35 and 50 and be suitably qualified.

Starting basic salary will be not less than K21,000 which together with terminal gratuity, etc. will provide total emoluments of not less than £19,000 (K1 = £0.695 December 1977).

Housed and car are provided and other benefits and conditions are excellent. Zambia enjoys an almost perfect climate and recreational facilities are plentiful.

Please apply giving full details to:-

Managing Director,
C/o Mrs. M. E. Coombes,
BOART INTERNATIONAL LIMITED,
Furnival House,
14/18 High Holborn,
London WC1V 6BX.
Reference No. 16.

RESEARCH/INSTITUTIONAL SALES
BIRMINGHAM

Established Birmingham stockbrokers wish to recruit a Research/Institutional Sales Executive, aged 25/35. Successful applicants should have an ability to communicate, analyse and write reports. Previous experience desirable. Please give details of your career to date, which will be held in confidence, to:-

Box No. FT510, c/o Hanway House, Clark's Place,
London EC2N 4BS.

CSL

up to £17,500 tax free plus benefits

FINANCIAL CONTROLLER

Telecommunications

The Client

This rapidly expanding Saudi Arabian owned company is both the representative and distributor for major telecommunications companies in the West. As a result of the country's substantial investment in telecommunications the company is poised for further significant growth in this important market.

The Job

Responsibility will be for the entire accounting function in the Jeddah head office with functional responsibility for branch offices in Riyadh and Al Khobar. The main tasks will be to ensure that management receives the information needed to plan and control profitability and growth and to provide advice on contract and product pricing, cash management and to direct the small accounting staff.

The Candidate

An accounting qualification is essential as is experience in management accounting. Experience in contracting would be a further advantage. Personal qualities must include the ability to impose and work to deadlines and the resourcefulness and flexibility which is required in a wholly different cultural environment.

Brief but comprehensive details of career and salary to date, which will be treated in confidence, should be sent to:

J. G. Cameron, The Executive Selection Division—CPMS,
Coopers & Lybrand Associates Ltd., Management Consultants,
Shelley House, Noble Street, London, EC2V 7DQ.

LOAN SYNDICATIONS
AND
MERCHANT BANKING

An American Commercial Bank requires an individual to join its merchant banking activity in London. Ideally, the successful candidate will be aged 25-30 with a university degree and/or professional qualification background. The individual should essentially have had loan syndication experience with a commercial or merchant bank and will ideally have had exposure to trade finance, project finance and/or private placements. He or she should be a "self-starter" whilst being accustomed to working in an environment where team effort is required.

The responsibilities of the position will be to:

- 1) Carry out a negotiation, structuring and selling role in loan syndications in London under supervision of the U.S.-based loan syndications group.
- 2) Assist in developing new merchant banking activities for the bank to market throughout Europe, Africa and the Middle East.
- 3) Assist in the development of marketing skills in support of U.S. merchant banking activities.

The successful candidate will be part of the merchant banking group, which is centred in the U.S., but will work very closely with lending officers in the Europe, Africa and Middle East headquarters in London. Further career prospects would exist within the bank in London or the U.S. according to the individual's expertise, performance and preference.

Salary and excellent fringe benefits will be negotiable according to the qualifications and experience of the candidate, bearing in mind the importance of the position.

Applications, with curriculum vitae, should be accompanied by a letter stating which banks should not be contacted, and should be sent to:

Box AF 182, Reynell & Son, Ltd., 30/32 Fleet Street, London, E.C.4.

Director of Finance

Part of an international group the company, pleasantly located in the South Midlands, has a turnover of £16m. and employs nearly 1,400. Its products—precision mechanisms—are market leaders.

A Europe-wide re-organisation now requires this appointment to the UK branch. As well as heading the capably staffed finance and management services functions (including in-house computing), there is a need for continuing development of systems and a central contribution to general management decisions.

Ideally aged 33 to 40 and chartered accountants, candidates should have had "sharp end" operational experience in engineering manufacturing with at least 3 years as a profit centre team member. Some time in a multi-national would be an asset.

Total emoluments, including a profit bonus, will be around £13,000; 3.5 Rover and other benefits plus re-location help.

Please write—in confidence—to W. A. Griffith ref. B.23491.

This appointment is open to men and women.

MSL Management Consultants

Management Selection Limited
17 Stratton Street London W1X 6DB

INTERNATIONAL MANAGER
CORPORATE AUDIT AND OPERATIONAL REVIEW

Hertfordshire

c.£13,500+Car

Our client is a major U.S. corporation engaged in the design, manufacture and distribution of a wide variety of business machines and related equipment to most of the key world market areas.

Reporting to the International Controller in the U.S.A. the successful candidate will be responsible for the development and control of an effective financial and operations audit function covering all activities and regions outside of the Americas. This will entail the recruitment and management of a professional team of staff.

Candidates, male or female, should be qualified accountants, probably aged 28-35, and may currently be in public practice or industry. They should have had previous experience at management level of the audit of major groups operating advanced accounting and reporting systems. In addition, they must also be able to demonstrate the ability and maturity to operate independently and to communicate effectively at all management levels.

For more detailed information and an application form, contact Nigel V. Smith, A.C.A. or Ronald Vaughan, A.C.M.A. quoting reference 208.

Douglas Lombard Associates Ltd.
410 Strand, London WC2B 0NS. Telephone: 01-836 9501.
121 St. Vincent Street, Glasgow G2 5HW. Telephone: 041-226 3101.
and in Edinburgh.

ADMINISTRATIVE MANAGER—ACA
US BROKING HOUSE

35-50

£10,000-£12,000

Our Client, a leading U.S. Broking House will shortly appoint an administrative manager. His/her responsibilities for a small but dynamic office will include:—

- ★ Overall responsibility for financial control including Eurobond settlement work.
- ★ Secretarial—including legal responsibilities.
- ★ Linking with New York.
- ★ Premises control involving the possible relocation of their offices.
- ★ Personnel supervision involving recruitment and motivation of support staff.

The ideal candidate, probably a Chartered Accountant, would now be working in a Bank or another financial institution; with a proven record in administration. The person appointed will report directly to the Senior Vice President who has overall responsibility for the office, which has been recently re-structured and is expanding — prospects therefore are excellent.

Please apply:—

J. R. V. Coutts,
7, Wine Office Court,
London EC4A 3BY
01-353 1252

**Career
plan**

The Rugby Portland Cement Company Limited invites applications for the following positions:

ASSISTANT COMPANY SECRETARY

The successful applicant will join a small secretarial team and be involved in all the normal secretarial activities of a large public company. Promotion prospects are good. Applicants should hold one of the following qualifications: Membership of the Institute of Chartered Secretaries and Administrators, membership of a recognised accountancy body, or be a solicitor or barrister. In addition they should have had up to five years' experience in the secretarial or administration department of a public company. Preferred age group 23-35.

ADMINISTRATION ASSISTANT

The successful applicant will be responsible to one of the two Assistant Managing Directors. The work involved is mostly non-routine and entails many diverse tasks including special projects and research into and provision of information on a wide variety of topics. It necessitates liaison with Heads of Department and Works Managers and also travel within the United Kingdom. Applicants must be graduates and have had at least two years' experience in a commercial environment.

Location: The Company's Head Office in Rugby

Salaries: Negotiable

Other benefits: Relocation assistance, non-contributory pension scheme, profit participation, four weeks' holiday.

Applications should be addressed to:

The Secretary
THE RUGBY PORTLAND CEMENT CO. LTD.
Crown House, Rugby

FINANCIAL CONTROLLER

c.£8,000+Car. Central London

An excellent opportunity in a growth environment.

Ladbrokes is a name synonymous with success. The Casino Division has an enviable growth record in recent years and there is every indication that this will continue well into the future.

As a result of promotion, an opportunity has arisen for a well qualified, dynamic person to join the senior management team in the London Head Office as Financial Controller.

Reporting to the Finance Director and working with a staff of some 20 people, the successful candidate will be responsible for producing statutory, financial and monthly accounts, the preparation of capital and revenue budgets for the annual profit plan and the 3 year plan, and the transfer of a number of accounting functions to an in house on-line mini computer system.

The rewards for this post—both in financial and career terms—are excellent. A salary of £8,000 p.a. is envisaged plus car, W.P.A., 4 weeks holiday, pension scheme and a number of other benefits.

Written applications should be addressed, in confidence to:

Chris Ripper, Personnel Controller,
Ladbrokes Casinos,
12/16 Woods Mews, London W.1.



► Ladbrokes leisure

Marketing Manager
Board Potential—Malaysia

To join an established trading group which handles a range of consumables throughout Malaysia on behalf of international manufacturers. Responsibility will be to the Managing Director for marketing policy and practice to sustain growth. Candidates must have gained wide practical experience of relevant marketing techniques in a substantial organisation, preferably with Far East associations, and should be able to demonstrate their ability to manage a marketing operation in total. Academic or professional qualification to graduate level is essential: preferred age range 28 to 34.

Location is Kuala Lumpur. Compensation package includes an annual salary of around £15,000, company car, housing and usual overseas allowances. A board appointment can be earned within two years.

Please write—in confidence—with full career details to W. A. Griffith ref. B.23489.

MSL Management Consultants
Management Selection Limited
17 Stratton Street London W1X 6DB

Financial Director

Lincolnshire

A privately owned and successful trading group engaged in food processing, of £20 million turnover and based in Lincolnshire, is seeking to appoint a Financial Director.

Reporting to the Managing Director, the successful candidate will be primarily responsible for assisting in the development and maintenance of the group's financial strength through the provision of forward planning, monitoring, reporting, control and advisory services. The successful applicant will, as a key member of a small board, be required to agree and work towards desirable financial objectives. There will also be involvement in developing data processing systems, to achieve optimum benefit and performance.

This senior post will attract qualified accountants over 35 years of age with

PA Advertising

6 Highfield Road, Edgbaston, Birmingham B15 3DZ. Tel: 021-454 5791 Telex: 337239



A member of PA International

mature judgement, commercial awareness and some previous experience in a food processing environment. Specific knowledge of cash management, project cost control and data processing is also necessary.

A five figure salary will be negotiable according to experience, and a company car will be provided. The excellent fringe benefits include assistance with relocation expenses, where applicable. (Ref: B9509/FT)

REPLIES will be forwarded direct, unopened and in confidence to the client unless addressed to our Security Manager listing companies to which they may not be sent. They should include comprehensive career details, not refer to previous correspondence with PA and quote the reference on the envelope.

PA International

Controller (Economic Services)

Salary from £7700 to £8300

Welsh Development Agency

The Welsh Development Agency is charged with the task of helping to regenerate the economy of Wales and to improve its environment. It owns and develops industrial estates, provides finance for industry, promotes Wales as a location for investment and reclaims derelict land.

The Agency is seeking a Controller (Economic Services) for its Industry and Investment Division. The Controller heads an Economic Services Department which initiates and carries out market research and analysis, seeks to identify and evaluate investment opportunities, provides regular advice on economic prospects and priorities throughout Wales, and co-ordinates the Agency's forward planning.

Candidates should have a good honours degree or post-graduate qualifications in economics with several years' relevant experience in industry or

government, including the management of research. Proven ability is needed to compose quickly and clearly studies and other papers, some of which may be published.

Salary is within the range £7700 to £8300, together with a car allowance. There is a contributory pension scheme and generous leave allowance.

Please write or telephone for an application form, to be completed and returned by 2nd February, 1978.

RECENT APPLICANTS FOR THE POST ARE INVITED TO SIGNIFY THEIR INTEREST WITHOUT RE-SUBMITTING APPLICATION FORMS.

**Personnel Department (Ref 176P),
Welsh Development Agency,
Treforest Industrial Estate,
Pontypridd, Mid Glamorgan, CF37 5UT.
Tel: Treforest (044 385) 2666, Ext. 262.**

Financial Controller

Australia

c.A\$45,000

Metal Manufactures Ltd., a member of the BICC Group of Companies and one of the largest manufacturing companies in Australia, is seeking a top-flight Financial Controller to replace the current incumbent who is retiring early on ill-health grounds.

The Company, which is widely diversified, has assets of A\$130m and a turnover of A\$250m through its nine subsidiary and associate companies which together employ 6,500 people in 26 plants. The product range is predominantly non-ferrous metals, cables of all types and plastics.

At the Head Office located in Sydney, the Financial Controller, reporting to the MD, would form part of a small central staff responsible for the overall profitable performance and administration of the Company.

The requirement is for a man of proven experience in all aspects of Finance from the acquisition of funds, through planning and monitoring their use to control accounting and tax administration. In MM the strategic planning function reports to the Financial Controller.

Successful performance would be expected to lead to a Board appointment within two years.

The preferred age range is 40-50.

Remuneration is for negotiation in the area of A\$45,000 and relocation costs will be met.

Interviews will take place initially in London during January/February.

Applications to:

W. B. Keates, Manager, Executive Development,
BICC Ltd., P.O. Box No. 5,
21 Bloomsbury Street, London WC1B 3QN



Financial Director

£12,000 + car

Scotland

This well known and rapidly developing company in the retail sector seeks an experienced Financial Director, who will have total responsibility for all financial aspects of its operations. Priority areas are the review of existing systems and design and implementation of new systems for the group, together with the development of financial planning.

Candidates, male or female, probably aged 35-45 should be accountants with substantial experience at senior level in a major organisation, where they have had total financial control and, in particular, experience of designing, developing and introducing financial systems. Personal qualities of a high order are necessary to join this Board.

and make the contribution looked for in the finance function. Opportunities for career development into a general management role are excellent. Salary is negotiable to £12,000 plus car, together with other benefits which include generous help with relocation costs to Scotland.

(Ref: AA45/6289/FT)
Initial Interviews are conducted by PA Consultants. No details are divulged to clients without prior permission. Please send brief career details or write for an application form, quoting the reference number on both your letter and envelope, and advise us if you have recently made any other applications to PA Personnel Services.

PA Personnel Services

Hyde Park House, 60a Knightsbridge, London, SW1X 7LE Tel: 01-235 6060 Telex: 27874



A member of PA International

Chartered Accountants

Merchant Banking

We are seeking two newly qualified chartered accountants to join our expanding corporate lending Division.

Successful candidates will probably be graduates in their early/mid twenties.

Salary will be negotiable within an attractive remuneration package.

Apply in strict confidence with c.v. to:

David Woodward, Personnel Manager,
County Bank Limited,
11, Old Broad Street, London EC2N 1BB
Telephone 01-638 6000.

County Bank

A member of the National Westminster Bank Group

Young H.Q. Financial Strategist

c. £7,500 + car

Our Client, a leading international company with an above average growth record engaged in the Industrial and Automotive Products Sectors, wishes to strengthen its West End of London based H.Q. Finance staff.

Operating within a small team, the areas of responsibility will broadly include Group level appraisal of financial performance, the further development of Group financial controls, the review of major capital and acquisition proposals, assisting with the preparation of the Group budget, and a range of other assignments.

Candidates will be qualified accountants possibly straight from a major Professional firm, or MBA's having industrial financial experience, with a keen business sense and an ability to communicate well at all levels. Promotion possibly to senior line management should be achieved within eighteen months.

Please apply in writing, giving your telephone number, and quoting reference 803, to Peter Barnett, Barnett Keel Ltd., Providence House, River Street, Windsor, Berks SL4 1QT Tel: Windsor 57011.

Barnett Keel MANAGEMENT SEARCH

VACANCY IN THE INVESTMENT DEPARTMENT OF BARCLAYS BANK

Barclays Bank requires an experienced assistant to help with the management of their pension fund. Applicants, male or female, should be aged between 26-30 and have a minimum of 2 years' experience managing overseas stocks.

The salary will depend upon previous experience but will not be less than £5,700 (including London allowance and supplements).

The usual Bank benefits will also apply including a non-contributory pension scheme and profit sharing scheme. Applications including brief career details should be sent to:

Mr. G. E. Hall,
Investment Manager,
Barclays Bank Limited,
54 Lombard Street,
London EC3P 3AH.
Telephone: 01-626 1567.

BARCLAYS

GENERAL MANAGER- HONG KONG

A company about to be established, with substantial Chinese financial backing, requires a General Manager, who will be responsible for setting up the company and for the development and effective management of the business. Applicants should be between 30 and 40 years of age and be qualified in all main classes of insurance and reinsurance, preferably a Fellow or Associate of the Chartered Insurance Institute.

Salary and other benefits will be subject to negotiation, but will be substantial.

Write Box T4888, Financial Times,
10 Cannon Street, EC4P 4BY.

Senior International Banker—Far East

We are a London headquartered consortium bank with exceptionally strong shareholders. Expansion of our business in the Far East has created a senior position for an International Banker with good experience in the area. The executive will be located initially in London with eventual residence in the field possible. Salary and benefits will be based on qualifications.

Curriculum Vitae and a hand-written letter stating the reasons for interest in the position should be addressed in complete confidence to:

G. H. Hoffman, Managing Director,
2 Throgmorton Avenue, London EC2N 2AP

SENIOR EXECUTIVES Whatever you do, do better

We're not just talking about the obvious ways—higher salary, better conditions, more recognition.

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Simply dial 01-382 3729, and ask for 1000 BULL or write for a confidential discussion.

Royston Ridgeway Consultants

Central House, Upper Webber Place,
London WC1H 0QA.

ASSISTANT

Wanted to help keep

INVESTMENT MANAGEMENT

team to maintain high standards as their business expands—able to assist with contracts, valuations, basic book-keeping, records, filing, research and general office work, particularly when holidays or extra activity puts one department under pressure. The job would suit a young person wanting to learn the ropes in a fast growing environment. It is hoped that the new member of the team would be of suitable calibre to transfer manual contracts/records to COMPUTER.

Starting salary c. £3,500 p.a.
plus £100 p.a. plus health insurance.

Telephone: 01-628 9336

James Taylor-Dickson

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available to qualified, student and experienced accountancy personnel.

Contact Bob Miles or Brian Cogges

on 01-628 2857.

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LONDON & REGIONAL OFFICES

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We wish to appoint an experienced

salesman to sell Canadian and South American real estate to the U.K. market.

Those with good connections in the financial community and be prepared to cover full time.

Write Box A6226, Financial Times,

10 Cannon Street, EC4P 4BY.

W.H. Smith, 286 Lawrence Avenue,

W.T. Toronto, Canada, M5H 2A6.

or telephone for an appointment, 253 8011.

The Chairman:

Resource Evaluation Limited, Resource Evaluation House,

108 Aldersgate Street, London, EC1A 4HQ.

or telephone for an appointment, 253 8011.

SENIOR EUROBOND DEALER

An International Company requires a Senior Eurobond Dealer with a minimum of 3 years' experience.

Fluency in German advantageous. Competitive salary

and profit sharing will be offered.

For further details please telephone

Mr. S. Al-Sabouini on 01-499 8385

or write in complete confidence to Box A6225,

Financial Times, 10 Cannon Street, EC4P 4BY.

Assistant Co-ordinator -Offshore Companies

£7,000-£7,500

The trustee and taxation subsidiary of an international Bank requires an executive to assist in the co-ordination and development of its overseas business. The successful candidate will be based in London but will be required to travel overseas and will have the ability to discuss fiscal matters at both the individual and corporate level. Applicants should be in their late twenties and should have a working knowledge of either personal or corporate taxation.

Non-contributory pension scheme, free lunches and other excellent fringe benefits.

Write in confidence, giving full details of experience to:

V. W. Burden,
Bull Holmes Bartlett Ltd.,
45 Albemarle Street,
London W1X 3RE.

Companies to whom you would not wish your application forwarded should be listed separately.

Clerical Assistant for expanding Corporate Trustee Department

Applicants should ideally be familiar with corporate trustee work.

Salary negotiable and excellent fringe benefits.

Telephone 01-808 5451 or write to:

The Secretary,
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Credit Analyst

to £7,000

An appointment with an energetic, progressive Consortium Bank offering a genuinely well-trained, experienced Analyst every opportunity to develop his/her skills and responsibilities.

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RUBBERS AND SISALS

COFFEE

MINES - CENTRAL RAND

EASTERN RAND

FAR WEST RAND

REGULAR MARKETS

REGIONAL MARKETS

TRIMES

INSURANCE

INSURANCE		Finance, Land, etc.												3-month Call Rates													
Bowring (C.T.)	110	+1	92.66	4.3	3.7	9.7	107	28	Fairview Cos. 10p.	106	-1	5.68	23	7.5	6.7	90%	482	Atlantic Assets	78	-1	0.41	45	0.8417	122	.995	Anglo Amer. Mc.	254
Brennan Hld. 10p.	110	-1	1.28	3.4	3.9	11.6	290	118	Glenfield Secs.	270	-	8.56	14	4.8221	11	62	392	Atlas Elec.	55	+2	1.62	13	4.5513	112	.995	Anglo Am. Gold RI	115
British Gas 5p.	166	+2	8.35	-	7.6	-	330	198	G.L. Portland 50p.	318	-	3.96	18	1.9430	61	41	394	Banbury Inv.	53	-1	2.3	10	6.7220	205	1.06	Anglo Am. Gas 50c.	650
Combined Am. 51	1104	+3	105.00	-	5.4	-	35	14	Green R. 10p.	34	-	11.34	14	6.0133	56	21	394	Barry Tras.	53	-1	2.7	13	5.5265	106	1.06	Anglo Am. Gas 50c.	650
Comin. Union	150	+4	G7.65	-	7.7	-	10	5.	Greenock 5p.	92	-	1.07	14	1.07	52	21	394	Bathgate Prop.	7-	-1	2.33	10	6.7220	122	1.06	Anglo Am. Gas 50c.	650
Eagle Star	150	+2	50.12	-	6.0	-	30	30	Hammerton A'	563	-6	5.05	12	1.4950	75	47	224	Bateman's Arrow	232	-1	20.8	20.8	20.8	112	1.06	Anglo Am. Gas 50c.	650
Edm. & Gen. Inv. 50p.	15	+2	20.66	-	8.6	-	59%	30%	Harley Ind. 10p.	24	-	0.66	17	4.2168	298	47	224	Bathurst Inv. 10p.	54	+1	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Emma UK PACI	51.10	-	Q9.9	-	18.3	-	360	150	Haskett's 10p.	223	-1	12.97	22	1.8168	146	46	224	Bateman's Arrow	212	+2	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Finance & Law 50p.	167	-	6.08	-	5.5	-	147	87	H.K. Land HK\$5	95	-	1.32	13	6.1617	59	42	224	Bateman's Arrow	212	+2	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Gen. Accident	232	+4	18.1	-	5.3	-	328	240	Bayly Property	320	-3	0.16	18	0.8197	995	584	224	Bateman's Arrow	212	+2	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Guardian Royal	246	+2	19.24	-	5.7	-	46	46	Belhaven 10p.	33	-1	—	—	—	—	47	Bateman's Arrow	212	+2	—	—	—	12	1.06	Anglo Am. Gas 50c.	650	
Hamden Life	292	+6	115.23	-	7.9	-	48	35	Bernay Inv.	39	-	1.61	11	5.2121	64	47	224	Bateman's Arrow	212	+2	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Health C.E. 125p.	285	+5	184.4	-	5.2	2.6	10.2	92	Bentley Day	29	-	0.32	17	7.5187	35	47	224	Bateman's Arrow	212	+2	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Hong Robinson	169	-1	15.6	3.1	5.1	9.7	230	137	Bentley Inv.	130	-	1.61	11	5.2121	64	47	224	Bateman's Arrow	212	+2	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Houston C.E. 10p.	163	-	15.08	3.1	4.1	4.5	180	108	Bentley Inv.	221	-	2.02	12	2.3552	42	36	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Legal & Gen. 50p.	167	-	15.2	-	4.7	-	55%	59%	Bentley Inv.	221	-	1.62	12	2.3552	42	36	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Lees & Gowan 10p.	91	-1	14.12	2.7	7.0	8.6	159	106	Bentley Inv.	221	-	1.62	12	2.3552	42	36	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Lees & Gowan 50p.	91	-1	14.12	2.7	7.0	8.6	159	106	Bentley Inv.	221	-	1.62	12	2.3552	42	36	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Lees & Gowan 50p.	91	-1	14.12	2.7	7.0	8.6	159	106	Bentley Inv.	221	-	1.62	12	2.3552	42	36	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
London United 50p.	138	-	15.19	-	6.1	-	56%	52%	Bentley Inv.	221	-	1.62	12	2.3552	42	36	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Matthews Wt. 20p.	208	-	18.99	4.2	4.2	8.3	205	137	Bentley Inv.	221	-	1.62	12	2.3552	42	36	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
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Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
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Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
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Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
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Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	650
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Meteor 10p.	161	-	113.03	4.6	2.8	11.7	74	40	Bentley Inv.	221	-	0.74	24	1.4466	97	47	224	Bentley Inv.	37	-	—	—	—	12	1.06	Anglo Am. Gas 50c.	6



Canada Life Unit Trust Managers Limited Canada House, High Street,
Portsmouth, Hants. EH8 5BA Tel: Portsea 51122.

FINANCIAL TIMES

Thursday January 19 1978

Human Rights court clears U.K. of torture

BY DAVID BUCHAN

BRITAIN was cleared to-day by the European Court of Human Rights of torturing detained suspects in Northern Ireland in 1971. But the court upheld last year's conclusion by the Strasbourg Commission on Human Rights that British security forces had used inhuman and degrading treatment on detainees.

The court rejected the Irish request that the U.K. Government be ordered to prosecute those officials responsible for the condemned practices.

There were two main elements in today's verdict, delivered nearly six years after Ireland first brought the case against Britain. To-day's ruling is the first delivered by the Strasbourg court on a dispute between governments and has attracted wide international attention. Costs are reported to be £1m sterling.

The end of the case is expected to remove what has been a major irritant in Anglo-Irish relations.

British and Irish Government officials, in different ways, were somewhat taken aback by the verdict—ironically only given because Ireland chose to press the case.

The U.K. Government has not contested this charge made by the Human Rights Commission last January, but had argued

that British Army and Ulster police officers should be prosecuted.

In March 1972, Mr. Edward Heath, then Prime Minister, told the Commons that the so-called five practices—subjecting detainees to hooding, loud and continuous noise, reduced sleep and diet, and prolonged standing—had stopped. Last year Mr. Sam Silkin, Attorney General, told the Strasbourg Court they would never be used again.

By 16-1 the Strasbourg judges held that the combined use of the five interrogation techniques amounted to inhuman and degrading treatment. But by 13-4—with the Irish, Austrian, Cypriot and Greek judges dissenting—they held it did not constitute suffering of the particular intensity and cruelty implied by the word torture.

Richard Evans, Lobby Editor, writes: Ministers hope that any finding of torture caused by the British and Irish Governments over the charges will disappear soon and relations will continue to improve.

These were principally that the court should go beyond the Human Rights Commission's conclusion and rule that torture had been used as a general practice even after 1971; that British security forces had discriminated by only detaining IRA suspects and not Loyalist extremists; and

A useful safety valve, Page 2

Ethiopia plans 'counter-attack'

BY JAMES BUXTON

ETHIOPIA will soon launch a counter-offensive to drive the Somalis out of the Ogaden region in the eastern part of the country, a senior Ethiopian official said in London yesterday.

Major Dawit Wolde-Georgis, Permanent Secretary of the Ministry of Foreign Affairs, said that his country would not take part in peace talks until Somalia had withdrawn from all the territory she occupied. He denied a Somali claim that Ethiopia was planning to invade Somalia.

Major Wolde-Georgis said Ethiopia had strongly warned the U.S., Britain, Iran, Saudi Arabia and Somalia "to desist from creating a pretext to internationalise the war of aggression committed by Somalia against Ethiopia."

He claimed that while the Soviet Union and Cuba were giving material help to Ethiopia, no Russian or Cuban military personnel were in Ethiopia.

Russia acknowledged yesterday in a statement that she was giving material help to Ethiopia, no Russian or Cuban military personnel were in Ethiopia.

A large-scale Soviet airlift has recently reinforced Ethiopia, and there are believed to be about 1,000 Cuban military advisers there, with 2,000 Cubans.

But Mrs. West categorically denied that any of her warships or aircraft were involved in the fighting in Ethiopia.

All these inventions are completely groundless," the statement released by Tass said.

On Tuesday the Eritrean Popular Liberation Front said that two Soviet destroyers were bombarding rebel forces near Massawa, on the Red Sea, and that Russian MiG fighters and Ethiopia, he said: "It depends on us to support an approach to the Security Council" if this

More fighting, Page 4; Parliament, Page 14; Moscow's role, Page 22.

seemed likely to help work out a basis for a settlement."

The U.S. said on Tuesday it would not supply Somalia with arms while fighting between Ethiopia and Somalia persisted.

In Paris France was thought likely to reject the Somali request as long as she considered Somalia the aggressor.

In Nairobi a member of Ethiopia's ruling military council, the Dera, said that the allegation that there were Soviet and Cuban military personnel in Ethiopia was "imperialist propaganda."

"We don't need foreigners to make our plans or to fight for us," he said. Asked if Ethiopia opposed in principle deployment of foreign troops in Africa, and Ethiopia, he said: "It depends on us to support an approach to the Security Council" if this

£10,000 VAT threshold hints

By John Elliott, Industrial Editor

THE GOVERNMENT is considering raising the threshold for Value Added Tax from £7,500 to £10,000 as part of its continuing policy of helping small businesses.

This was revealed yesterday by Mr. Harold Lever, Chancellor of the Duchy of Lancaster, who is co-ordinating the Government's policies on small firms. He was speaking at a conference in Birmingham organised jointly by the Departments of Industry and the Environment to discuss the problems of small firms in inner cities.

The VAT threshold was raised last October from £5,000 to £7,500 as a result of a Liberal amendment in the Commons to last year's Finance Bill. Any further increase is likely to emerge along with other possible measures on small firms in the spring Budget.

Mr. Lever's first package of measures for small firms was announced last autumn's economic package and he is now studying further ideas.

He said yesterday in Birmingham that he wants to simplify VAT administration as well as possibly raising the threshold to £10,000. He is also considering enlarging corporation tax concessions by increasing profit limits.

The VAT threshold applies to the annual turnover of a business and raising it to £10,000 may be regarded as only a relatively minor change by some organisations representing the interests of "newcomers" to the Conservative Party and the CBI as a means of excluding more firms from having to pay the tax.

In Government terms, it would be regarded as a useful contribution, even on a small scale, to easing the problems of small business, especially if it were regarded as only one of several reforms emerging from Mr. Lever's work.

Mr. Lever was also told yesterday by owners of small businesses that they opposed Government plans for a wealth tax.

GOVERNMENT ADVISERS are

officials and shop stewards representing the drivers, who are claiming pay rises of about 30 to 40 per cent, are expected within the next two weeks.

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Continued from Page 1

Chrysler

Detroit. There have been fears that the company's operations have not been fully enough integrated with its French activities.

The planning agreement working party said last night that meetings would be sought with the department to consider the implications of the Chrysler decision.

The move clearly reflects the concern of the Linwood shop stewards about the long-term future. The recent improvement in the plant's troubled industrial relations appears to have come too late.

In the short term the employment implications for Linwood of the loss of the new car are not important. Jobs for the 7,000 production workers are assured because of the success of the new small car, the Sunbeam, which was launched last autumn.

Production is scheduled to be increased sharply, as the car is launched progressively in European markets.

But by 1980 the other model produced at Linwood, the Avenger, will be ten years old. Pressure will clearly be on the plant to prove that it can justify further investment.

Great Northern at final stage

THE FINAL stage of the £66m Great Northern line electrification scheme will be reached on February 8, when electric trains will begin full operation from London to Royston, Herts.

The 90 mph trains will have to prove "essential use" of vehicles, but it is thought that formal fuel rationing, using shorter journey times and better connections, has been ruled out.

Meetings between oil company yesterday.

BSC agrees to give committee more information

BY ROY HODSON AND JOHN LLOYD

THE British Steel Corporation last night avoided a confrontation with MPs by agreeing to full disclosure of documents which passed last year between the company and the Industry Select Committee on nationalisation of the industry's finances.

Its present requirements cover the quarterly revisions of British Steel between January 1, 1976, and September 30, 1977, of the forecasts submitted to the Department of Industry.

Those forecasts include application of funds, levels of internally generated funds, public dividend capital raised and use in foreign borrowings, and British borrowings.

No secrets

An ironic feature of the row is that no new startling facts are going to be revealed. Mr. Varley brought the story up to date this week when he admitted that the corporation would be losing £500m. in the current year.

The new evidence is expected to show that British Steel and the Department of Industry were taking a graver view last year of British Steel's fortunes than they admitted publicly.

But the true state of the corporation's affairs was widely reported.

Press without being denied at the time. And the British Steel internal documents, which were circulated last week by an anonymous figure, and have since been admitted by the corporation to be genuine, confirm that losses

When Sir Charles appears before the committee, he will have prepared by the corporation's lawyers of why he did not disclose information about the growing deterioration in the corporation's finances last year.

The committee's two reports last week criticised British Steel and Government for failing to provide what members con-

cerned about the corporation's financial position.

Mr. Russell Kerr, the committee chairman, welcomed Sir Charles' decision but other committee members were angry about the Board's claim that the information had not been asked for previously by the committee.

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cerned about the corporation's financial position.

Mr. Kerr met only delegates of his own union, rather than representatives of the whole East Moors labour force; in his capacity as chairman of the TUC steel committee. No firm decisions were expected.

Under Lord Beswick's plan for postponing steel closures, East Moors was to continue in production until 1980. Mr. Sirs has so far offered only 6 per cent.

Mr. Sirs met only delegates of his own union, rather than representatives of the whole East Moors labour force; in his capacity as chairman of the TUC steel committee. No firm decisions were expected.

Under Lord Beswick's plan for postponing steel closures, East Moors was to continue in production until 1980. Mr. Sirs admitted last night that some members of the Government

would like to see it closed "at the earliest possible moment." He hinted that Mr. Varley, the Industry Secretary, had told him that the early closures were linked with Cabinet approval for new investment in BSC.

As a result of voluntary redundancies, the East Moors labour force has fallen by some 1,400 to 3,300 in the past two years, though reports that large severance payments, possibly as high as £15,000 per man, might be in the offing has halted the drift in recent weeks.

Mr. Sirs said such figures were grossly exaggerated. The calculation is that they could be between £7,000-£10,000, depending on age and length of service.

The union leader accused Labour MPs on the select committee investigating the steel industry of "following the Tory line" particularly by reviving doubts over the Shotton steelworks in North Wales.

He also described as "a shocking state of affairs" the decision of GKN to import steel billets from Canada at the expense of East Moors.

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